

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXXIII. NEW YORK, NOVEMBER 3, 1910.

No. 5.



"Break-down service" is a development of modern city life. When a manufacturer produces his own electric light, and yet maintains a connection with a public plant for use in emergencies, the power plant people call it a "break-down service."

A parallel to this may be found in the attitude of some business men toward advertising; they expect to sell their merchandise by efforts of their own, and consider an advertising connection as good for emergencies only—to help sales when their own efforts have failed.

Such people write us: "We are having a good year. It now looks as if our sales would be large. If so, of course we shall not need to do any advertising." In other words, there having been no "break-down" in their sales, there is no need for advertising. Oh, my!

Our plant is always ready for advertising emergency demands, but every month is adding to the number of those who will tell you that our "Keeping Everlastingly At It" service is the most satisfactory and most profitable. Connections made at any time.

Philadelphia

New York

Boston

Chicago

"In The Day's Work"

IT was a food product, and doing
very nicely

The copy and plan and papers were
all O. K.

But the advertiser overlooked one
great class of consumers that a slight
change in his copy would be sure to
convince

We made the suggestion—finally he
made the change—for a month's trial
Same space; same mediums, but
what a difference in results

Incidentally, it put new life into the
grocers

Name on request

FEDERAL ADVERTISING AGENCY

"Put it up to men
who know your market"

New York

Chicago.

Cleveland.

St. Louis

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IMAGINED PROFITS.

RUINOUS LACK OF KNOWLEDGE OF COSTS—FAILURE TO PROPERLY RECKON SELLING COST—CAREFUL ADJUSTMENT OF COSTS VITAL TO MANUFACTURING SUCCESS.

By Herbert G. Stockwell.

On the desk of the president of a woolen goods manufacturing company were two piles of papers. The large pile consisted of the day's orders, some for the various lines manufactured by his mill, but the large number in quantity and value spoke loudly to him of his success in marketing the new X L 43. He then turned to the other pile of statements which told him the costs of the goods sold.

A pleased expression flitted back and forth over his face as his pencil figured on a pad the profits to be made on these orders. Adding the amount of the profits of the orders before him to a figure representing the profits on orders previously received and passed on to the superintendent, the president calculated on a total of 10,000 dozen of this new style, a net profit of \$26,400.

He went over the costs again carefully from fear that he might have made a mistake in the figures, but no! there they stood out plainly enough, as he read them over:

Cost of material.....	\$.71
Cost of labor.....	.42

\$1.13

General expense15
-----------------------	-----

Total cost, each.....	\$1.28
-----------------------	--------

Selling price	\$18.00
---------------------	---------

Cost per dozen.....	15.36
---------------------	-------

Profit	2.64
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The figures had been prepared by the old superintendent who

had calculated the cost of production for many years. In fact, there was no one else in the mill who could estimate costs and profits as closely as could this time-honored employee.

It is no wonder that the president felt pleased at the prospects for the next semi-annual closing, now only three months away.

He rang for his stenographer; and dictated several telegrams to be sent to his traveling men, congratulating them on the large orders they were sending in.

When these had been disposed of, he sent for the superintendent, whose arrival in the office was immediately followed by a consultation as to ways and means of increasing the capacity of the machines to produce the popular X L 43. The mill hummed merrily, large quantities of these goods were shipped, more orders received and shipped until the prospect assumed the rosy hue of an unusually profitable period.

A few days after the closing period, the president again appeared at his desk gazing at two papers laid side by side before him. His head rested on his elbowed arms and his face wore an expression of perplexity.

One of the papers contained the profit and loss statement for the six months just ended. This had been handed him an hour before, but he had not ceased its examination, except to glance briefly from time to time at the X L 43 cost sheet, the other paper.

The balance of the profits for the period amounted to exactly \$2,317.58. What had become of the \$30,000 profits on X L 43 alone, to say nothing about the profits on other lines?

To be sure, the salesmen had

pushed this line to the uttermost, with the natural result that the sales of all other goods fell off very materially. But, the profit on X L 43 ought to have been large enough to more than take the place of what might have been made on the neglected lines.

It is not to be wondered that he was worried. The more he studied the problem the more puzzled he became.

He consulted with a friend, an expert cost accountant, who suggested that perhaps a little conversation with the superintendent might throw light on the subject.

The president doubted that there was anything the matter with the cost figures of the superintendent, being more inclined to believe that there was "something wrong with the books," but he readily consented to anything that might help.

The expert went to the mill and met the president and superintendent. "Before I go into details," said he to the superintendent, "perhaps we can save time if you will let me ask you a question or two." The superintendent acquiesced.

"I notice that you have added fifteen cents to the cost of one 'X L 43,' will you tell me how you obtained that amount?" asked the expert.

"That is just ten per cent of \$1.50, the price we get for the goods," replied the superintendent.

"What does the fifteen cents general expense include?"

"All of our other expenses—general expenses, you know—office expenses and like that," he replied.

"Is the amount always just ten per cent of the selling price?" was asked.

"I suppose it must be," he replied. "It has always been ten per cent as long as I can remember."

"You have used this figure of ten per cent to cover all overhead and general expenses for a number of years?" interrogated the examiner.

"Oh, yes, we have always used it. Why? Does anybody use a

different figure?" came the astonishing question.

The practical men who read this will hardly require any further comments. Perhaps it may be added that after a careful examination it was shown that on this particular article a loss was sustained on each and every sale. The "general" expenses which in this plant were found to include salaries and wages of the superintendent, foreman, shipping clerk, store keeper, machinists, expenses for rent, freight and cartage, supplies, insurance, interest, and salesmen's expenses, on some of these articles amounted to over thirty per cent of the sales, instead of ten per cent, and that his "profit" as estimated on this particular article was entirely wiped out. But it was very happily found that on other articles his "general expense" percentage was in reality less than he had figured.

ADJUSTED COST FIGURES STOP LOSS.

When the facts were set before the manufacturer, and he had become fully convinced of the accuracy of the adjusted cost figures, certain unprofitable lines were discontinued and other lines on which profits were shown to be good were pushed to the uttermost, resulting in a satisfactory condition in the following period.

Perhaps this may seem to some to be an exceptional case. No such errors may exist in plants in which they are interested.

Perhaps some one will feel like exclaiming, "Who could be foolish enough to leave any expense out of his costs?" Another friend may say, "We never figure 'overhead' charges on this basis of 'selling price.'" Many manufacturers, indeed, do calculate the cost of their product carefully, not depending at all on guessed costs and profits. This simple case is taken from one of a number of very busy producers who have not had the time to take up what is really a study in itself.

They fully appreciate the importance of the provision for an exact distribution of all general expenses to the different articles

Opportunity

3d Knock

On October 3rd, **The Chicago Tribune** reduced its daily price in Chicago and suburbs from 2 cents to 1 cent.

In the next issue of *Printers' Ink*, on this page, **The Chicago Tribune** will make an exact statement of its net paid circulation increase for the month of October—its first month at the 1 cent price.

In the meantime, the figures given below will indicate to advertisers the response of the people of Chicago to the opportunity offered them to buy the daily issue of **The Chicago Tribune** for one cent.

Minimum daily paid circulation since October 3, at 1 cent.....	211,600
Average daily paid circulation for the year 1909.....	173,701

Increase, 37,899

Paid circulation Sunday, October 23, 1910.....	360,407
Paid circulation Sunday, average for 1909.....	295,412

Increase, 64,995

Do you remember how often Opportunity knocks?

The Chicago Tribune

The World's Greatest Newspaper

NOW 1 CENT

produced by some method or other, and they realize the tremendous significance of inaccurate cost calculations, but it is not always clear to them that it is possible to calculate costs very closely in *their* plants. Unless one is ready to admit that it is very difficult in *some plants* he can be set down as a fool. On the other hand, we will all agree, won't we, that many tough problems can be solved if we *go at them right*.

Many things in the nature of expense are overlooked that if taken into account would cause the profits that we imagine to exist to fade utterly away. Take the case of one iron foundry for example. Contracts were being executed for a large lot of huge castings, on which a small but substantial profit had been estimated by the cost department. A number of carloads had been shipped and billed, but the estimated profit did not seem to materialize on these shipments. A dispute arose between the book-keeping and cost departments, each claiming correctness of its own figures and asserting that errors must exist in the figures of the other.

As the result of an investigation ordered when it was found that the argument did not abate, the expert attributed the loss largely to broken castings. The pouring of the molten iron into the immense moulds required great care and skill. Neglected supervision and ensuing carelessness caused the spoiling of a large percentage of these castings enough in fact to disperse into thin air all of the profits. Perhaps no one was more astonished than the president himself when the expert told him that "If you will get down to the foundry early in the morning, and stay there with the 'eye of the master' on the men, I am convinced that you can make money." He went on to say that he found that the president was an easy-going young man who came and went as he felt disposed, leaving behind him no one of sufficient interest in

the business to do other than perfunctory work.

Estimated profits are always "imagined," but what a difference between estimates based upon known things, and estimates depending in turn upon things unknown. Such estimates are nothing more than guesses!

In most large manufacturing plants considerable outlay in the establishment of an adequate cost department is deemed advisable. Many smaller plants are not so well equipped and a great many such depend largely upon the superintendent's estimates, who rarely if ever takes into account the proper relation between "factory cost" and "selling cost."

Manufacturers who feel that they cannot, for some reason or other, maintain a competent cost clerk, ought to examine at least into the way the costs are prepared. They may find that it will be very desirable to let the superintendent furnish the office with the bare cost of labor and material per piece, pound, yard, lot or other unit, and let some one in the office, familiar with the amount of the various classes of expense, add to that cost as nearly the correct percentage for "selling" and other expenses as he can trust himself to calculate.

Any such general method will probably result in the placing of too much expense on some articles and too little on others, but the purely *imagined profits* are not likely to be so out of proportion to the real facts as calculations made solely by the average superintendent.

EXPENSE A FACT—NOT THEORY.

Cash paid and gone for "general expenses," is a fact—sometimes a hard fact. Cost accounts are not facts in themselves. If *accurate*, they record the facts, including proper provision for *all* items of cost. If unreliable, accounts are worthless. Believe me, this is not a mere theory! Any successful business friend of ours will tell us that *we must know our costs* accurately if we want to avoid anxious hours. Unless he has a monopoly, he will

Swim With the Tide



The Mark
of Quality

OUT here in Wisconsin we are growing money. Every year we have grown more of it than ever before, until now the Farmers of Wisconsin have an income \$300 to \$500 above the average for the country at large.

And this income has grown new desires. We want better merchandise—everything for the home or for man, woman or child.

Can you supply it? Then tell us so through the paper we read. Show us why our money should go for your goods through the paper we trust—

THE WISCONSIN AGRICULTURIST

We believe in the Agriculturist. it has been friend, counsellor and teacher for the best third of the farmers of the state for years.

It has shown us how to increase our "bushels-to-the-acre and help get a bigger profit-per-bushel."

It has kept us in touch with the times. It has protected us against fraud even at its own loss.

That is why advertising in its columns has surprised many an experienced advertiser.

For information regarding the Wisconsin Agriculturist, address

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

George W. Herbert,
Western Representative,
First National Bank Building, Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Papers Association.

tell us that competition simply drives a man to closely scrutinize his cost accounts and to watch like a hawk the results as shown by those accounts, pouncing on items here and there until he has reduced the figures to the absolute minimum.

On the witness stand, in a bankruptcy proceeding, a manufacturer of ladies' suits testified that he did not know why he had failed. He swore that he had made from two dollars to three dollars at least on each suit, even of the cheapest grade, and had sold thousands of all grades. Further examination by the attorney for the creditors brought out the fact that in his imagined profits he did not take into consideration the cost of selling the suits nor his rent, heat, light, and power, which if added to the cost would have produced figures over-lapping the selling price.

After examining a number of such instances one almost arrives at the thought that many manufacturers do not really comprehend the essential matters connected with their business.

The unimaginative man of course can rarely conduct a successful business, but there are certain vital facts expressed in such real terms as "costs" and "profits" which ought to be so carefully examined and studied as to become almost a second nature to the manufacturer.

Such elemental principles will not be ignored and no amount of "hope" will remove the effect of omissions to study them.

Important as the problems are, they are fortunately easy of solution—at least to a reasonable degree of accuracy. Much easier is it to correctly calculate profits than to imagine them. The preliminary study consists largely in the search for knowledge as to the particular principles governing the subject of costs. Once these are understood the manufacturer should have no difficulty in mastering enough of the "science" to guide himself from the rocks of his otherwise uncharted sea.

It would be interesting to lay down a set of general rules for

manufacturers to commit to memory, but the number of exceptions to those rules arising out of the peculiarities of each individual plant would vitiate their effectiveness.

Each plant should have its own rules, its own principles; and the books and accounts of the business should be so kept that the manufacturer can readily extract the particular principles ruling the science of his own business.

If he will cut out all pure guesses, and test all estimates by the principles thus established, the manufacturer will eliminate much of the danger of imagining profits before they are actually earned.

MAIL-ORDER CONCERNS OSTRACISED BY NEWSPAPERS.

The big mail-order houses occasionally find it hard sledding to reach through local papers the buyers of smaller communities. The papers have a proper fear of being boycotted by the local merchants. The *Daily New Era*, of Huntingdon, Pa., recently announced to its readers that it had refused to take the advertising of Montgomery-Ward & Co., and frankly explained its position as follows:

"Many persons may think that we are foolish in making this refusal, but the fact remains that mail-order houses do not in any way contribute to the expenses of any community. The success of the Huntingdon stores means the success of their home papers. As has been frequently told, the same class of goods as are purchased from the mail-order houses can be had for the same money from local merchants, if the patron is satisfied with the quality.

"In making this sacrifice, many may think we are not justified, for we have yet in Huntingdon a number of otherwise progressive merchants who have not learned the value of advertising."

The report comes from Lynn, Mass., that several Western manufacturers have started a movement to organize a rival shoe machinery company to that of the United Shoe Machinery Company, which has bought the Thomas G. Plant's patents. The Hamilton-Brown Company, of St. Louis, is said to be interested in the new concern.

At the first meeting of the year, October 5th, the St. Paul Town Criers Club elected new officers as follows: President, Jesse H. Neal; vice-president, M. J. Osborn; treasurer, Edward Ogilvie; secretary, Harry M. Breslin. S. C. Dobbs made an address and the retiring president, A. E. Bailey, was given a loving cup.

HANDLING THE SALESMAN.

MAKING A GAME OF SALES WORK—
HOW HENRY B. HYDE DID IT IN
THE EARLY DAYS OF LIFE INSUR-
ANCE—THE COMPREHENSIVE QUO-
TA PLAN OF THE BURROUGHS ADD-
ING MACHINE COMPANY—DIFFI-
CULTY OF CUTTING THE UNITED
STATES INTO EQUAL SLICES OF PIE
—PART PLAYED BY RIVALRY IN
MANAGING A SELLING FORCE.

By James H. Collins.

II.

The sales manager has gone out into the highways and recruited young men for his selling force, drilled them in methods, and welded them together in an organization that is aggressive and loyal.

And now his staff must have something more than goods to stimulate selling.

Not so many years ago it was considered enough to hire a man who said he was a salesman, give him a sample, mark out a chunk of territory, and send him off with the single instruction to "Sell goods."

But to-day, in this country, at least, the best sales work has been carried further. It has been made a game at which salesmen play, and infused with suspense and interest that keeps the force alert and absorbed from day to day.

One of the first men to make a game of sales work was Henry B. Hyde, founder of the Equitable Life Assurance Society, who started in the insurance business with a sign, a box of cigars and one room fitted up with borrowed furniture. From the time he had two solicitors besides himself, Hyde was a master at stimulating them to work in friendly rivalry, and at making them feel that the new company must outdo its twenty competitors.

A discouraged canvasser came into the home office one dreary winter morning to get warm at the stove. Hyde slapped him on the shoulder and said, "Now, here is a chance for you to win a prize—a silver pitcher; we're going to put up two prizes, and you can certainly win one if you roll up

your sleeves and pitch in." The canvasser said he didn't want a silver pitcher, but that he did need a watch. "All right," replied Hyde, "we'll make it two watches." The agent won one of them.

On another occasion he said to an agent, "Miller, I can find a man who can do more business in thirty days than you can." This agent had written more than \$150,000 the previous month. Hyde named the rival agent whom he thought could write more, and got Miller stirred up. The latter bet a hundred dollars that he could write more business than this agent and Hyde working together. There is no doubt that Hyde talked to the other agent in exactly the same way. As an up-shot, Hyde and the latter landed \$216,000 the next month, and Miller brought in \$563,000. A telegram from an agent announcing a big risk closed would be shown to all other agents. Hyde went into the field himself to help his men close big business, and was a wizard at writing circulars to agents, or talking to them at gatherings. By his methods, selling insurance strictly for cash, he put the Equitable in the lead over older competitors at a time when most policies were paid for in notes.

No system of mere cash bribes will put this "go" into a selling force. Very often the prize offered is nothing more valuable than a tin medal, or a rating in a book.

A typical present-day system is that of the Burroughs Adding Machine Company, which sells through its own agencies all over the country. Roughly, the factory output for the coming year is allotted so that each agency receives a quota which it is expected to sell. This quota is figured out in points, according to the price of different styles of machine, and the agency manager in turn assigns a certain number of points to each of his men. Then the game is to reach the quota and exceed it, if possible. To keep interest warm, the company publishes a monthly bulletin for sales-

men, showing the record of each man, that of his agency, the standing of his state, and so forth.

This sounds rather easy.

When it comes to working out such a scheme, however, the sales manager will find himself involved in complexities the moment he begins figuring quotas. If his sales people are divided into a dozen squads, and he tries to cut the United States into equal wedges of pie, some of his wedges are certain to have more population than others. If population is equal, one will have more cities, and if all have the same proportion of city population, some will have more jobbers, or retailers, or prospective customers—or imagine they have, which comes to the same thing. So complaints arise, and the different squads measure each other's slices of pie jealously, and branch managers offer to take the knife and cut the pie as it should be cut, until, instead of playing heartily at the nice little game invented for them by the general sales manager, the force is making trouble.

It takes experience and the proverbial Philadelphia lawyer to figure out these quotas, and a very modest beginning is recommended, whatever the scheme.

After several years' practical work, the Burroughs people have learned to base their selling quotas on a very satisfactory system. Dun and Bradstreet ratings show that there are more than a million possible customers for adding machines in the United States, ranging from big banks to small retail establishments, a rating of as little as a thousand dollars making some of the latter eligible in certain retail lines. The number of prospects in each sales territory is considered, and also the general average of the company's last year's sales compared with prospects. Thus a percentage of business to be expected from a certain number of prospects and a certain gross total of their commercial ratings are arrived at, and when a reasonable percentage has been added to allow for increase in the coming year's business, it is easy to assign the quotas. Even

with this plan, however, it has been found necessary to make a separate classification for Western agencies.

The real motive force in this whole system, however, is the publicity given it among agents through the company's monthly bulletin, for all the percentages are carefully worked out in comparative tables, and every salesman can see where he and every other salesman and agency stands in the running. Tables are also published showing this year's achievements compared with previous years, this month with previous months, the average net selling price per machine secured by each agency (which stimulates sales of the larger models), the percentage of its whole business the company is receiving from each agency, and so forth. Every table has its columns headed "Increase" and "Decrease," and everybody works to stay in the first and keep out of the second, even if not after one of the big prizes offered the crack men. Another excellent phase of this system is that it administers an automatic and impersonal rebuke to each salesman and branch agent whose work is falling off a bit. There is no need to write and remonstrate with him personally—there is his record for all to see, along with the records of everybody else, and he knows that if he can make a better record next month it will appear just as impartially.

An excellent stimulative plan used in life insurance is that under which solicitors bid for prizes. The agency manager offers a gold watch, a safety razor and other articles for the best work, putting them up at auction, his men bidding new business for them and being debited with the amount promised, getting the prize at once. The element of competitive interest is not so strong in this plan, but it enables a salesman to set his own quota.

One of the leading life insurance general agents in New York City has an "advisory committee to the general agent," made up of men on his staff who have reached a certain high point in

sales. These men meet at the beginning of the year and have a part in laying out the coming year's plans for selling, and the general agent gets the benefit of methods his best salesmen have developed. Last year, it is said, the average business turned in by each man on this committee was nearly three times the amount necessary for membership.

A real estate promoter has a method which he calls "winding the clock for next month." Every four weeks his salesmen come in off the property, have a good dinner "on the boss," and discuss things. No sooner is black coffee on the table than the boss and the sales manager begin talking big figures. The salesman, maybe a new recruit, has been out on the job selling lots one at a time for a few hundred dollars. But now he hears the boss speak of selling fifty or a hundred thousand dollars' worth of property next month, or the possibility of one man selling ten or fifteen thousand dollars' worth alone, or the prospect of working up to fifty thousand dollars' worth a week for the whole force by the end of the year. Prizes are offered for the best records, and in awarding these the promoter has cleverly taken into account one of the fundamental difficulties in keeping a real estate selling force together. It is hard to get first-rate men in this line because the business is one of seasons. In spring and summer the real estate salesman is busy, making money, but in winter he often has to hunt another job. This employer, therefore, puts most of his prizes in the form of bonuses on the summer's sales. If a man sells \$15,000 worth of property during the season the boss pays him, in addition to commissions, fifteen dollars a week for twenty weeks from October to March. If he sells \$100,000 worth he can go to Palm Beach for the winter, for his bonus amounts to \$100 a week.

In the general tendency to give salesmen something more than goods to sell, many houses now build up service to customers,

such as a repair and counsel department for people using adding machines, whereby short cuts in accounting are passed along. These devices double the attractions of goods and increase sales efficiency. It is usually the sales manager's place to develop them, and they play an immensely important part in handling his staff.

Sometimes the sales manager heips his men by dignifying the goods.

When Uncle Henry Wilson found himself and the *Cosmopolitan Magazine* in New York City a few years ago, he thought something would have to be done along this line. Various circumstances had combined to give the publication less prestige among advertisers than Uncle Henry believed it was entitled to. So he suddenly began talking about the "Big Four" among the magazines, grouping his periodical with three others, recognized leaders. Up to that time nobody in the advertising world had ever heard that there was a "Big Four." But Uncle Henry insisted that there was, and that the *Cosmopolitan* was part of it, and stuck to it until he won recognition.

The same device has been adopted in the manufacturing field. In point of sales, for instance, the Ingersoll watch ranks with three other American timepieces sold at a much higher price. Insistence that the Ingersoll is one of the big four among watches has done much to give it prestige. In another case a manufacturer in a certain field where three competitors making high-grade goods had long enjoyed a reputation as the "Big Three" suddenly began insisting that it was really the big four, and that he was part of it. After several years of this intrusion, accompanied by vigorous advertising, he was in position to adopt the policy of insisting that there was only a big one, and that he was it!

All these devices, together with hundreds of similar ones, are part and parcel of the selling end, and direct aids to the sales manager in handling his men.

ARE QUANTITY PRICES GOOD BUSINESS?

INTERESTING DEBATE BY DEALERS
AND JOBBERS—SOME CONCRETE EX-
AMPLES HOW BOTH METHODS
WORK—NEED FOR MANUFACTURER
TO FIX RETAIL PRICE AND PROTECT
IT.

The matter of quantity prices or no quantity prices continues as a touch off to debate among retailers, jobbers and manufacturers wherever they gather together.

Some of the best ideas yet brought out on the subject were developed at the recent meetings of Pacific Coast grocers and jobbers. At the San Jose meeting a few weeks ago the following interesting affirmative and negative sides were presented:

AFFIRMATIVE—C. P. PEARSON,
STOCKTON, CAL.

If the elimination of the quantity price would prevent price cutting, no sane, sensible grocer would argue against the complete elimination thereof. But the elimination of the quantity price will not prevent price cutting. No matter what the cost of an article may be there are some grocers who would insist on selling their goods at cost or below cost if, by so doing, they thought they could induce a few bargain-hunting customers to visit their store. The reason that so many grocers fail is not because of the quantity price. Usually they have trade enough. The fault lies with the grocers themselves. A number of them are largely incompetent. They fail to figure the cost of doing business and, as a consequence, they figure on too small a selling price, a selling price that is below the actual cost of doing business. Others, who know enough to figure carefully the cost of doing business, have not the courage to insist on a fair profit on every article they handle. The grocer is his worst enemy. It is not the quantity price, it is not circumstances round about them, that cause ninety per cent of the grocers to fail, but it is their own

ignorance, their own incompetence. Quantity price prevails in every other line of business. Only the grocers cry out against it. Other business men welcome it. The difference lies in this: Other business men and successful grocers, too, know enough to take advantage of quantity price but they also know what to do with it. They put the extra money that the quantity price gives them into their own pockets where it rightfully belongs instead of foolishly, ignorantly giving it away in cut prices.

I am ashamed to admit it, but it is a fact, *not until the manufacturer himself fixes the retail selling price*, will price cutting cease. Price cutting will not cease until the manufacturer himself says: "Mr. Retailer, you seem to be unable to figure a reasonable profit for yourself, so I will do it for you. You must sell my goods for so much at retail and, if you don't, I will take my goods off your shelves. You are entitled to a reasonable profit and I will compel you to get it."

We hear so much at present, in the agitation of this question, about the "little fellow" and a "fair deal to all." All of these "little fellows" have profited at some time or another by wisely taking advantage of the quantity price. Let the "big fellows" advertise cut prices, if they will, with their indifferent service and poor quality. Their expenses are so much higher in proportion that they cannot sell the best quality any cheaper than we "little fellows." The "little fellow" holds his trade, and can increase it enormously, because he gives better quality, better service, kinder and more courteous treatment than the "big store" that has only cheapness as its advertisement.

What seemed a detriment at first sight, the big stores converted into a profit. They took advantage of the quantity price, in small degree at first, in greater degree as they grew larger, and they added the advantage of the quantity price to their bank account, instead of giving it away in cut prices, and that is the reason they

have prospered. They built up a trade on quality, fair dealing, courteous treatment and not on cheapness. Those who preach loudest about a "square deal to all" are the most selfish in their argument. Their only argument is self. In the words of one of them "The jobber and the manufacturer and the consumer be damned."

It is argued that the quantity price causes a man to overstock. A most ridiculous argument. It is not a quantity price that causes a man to overstock with goods that will not sell. It is the man's lack of judgment and foresight that does this. But again the quantity price is blamed for what is really the ignorance, inexperience and lack of foresight of the man himself. We try to hide behind something else where we alone are to blame.

The quantity price is a fundamental principle of all business transactions. It is as old as the hills. It has always been a part of the business world and it always will be. We cannot change principle.

NEGATIVE—J. F. PAULDING,
LOS ANGELES.

The quantity price is the result of ninety per cent of the cutting: First, because it causes men to buy large quantities in order to cut; second, it causes men to cut in order to unload what they have bought, and third, it causes a man who desires to make his profits to cut in order to meet competition caused by the man who has bought quantity prices. You can take the situation in Southern California, "Royal Baking Powder" is being sold by many of the most reputable dealers at 40c. per pound all because of the quantity price. The man who sells at 40c. has to buy his year's supply in advance, and the man who has to meet the cut has to lay in his supply in order to defend himself. Neither class is making as much money as it was before the quantity price went into effect. It is the same way on National Biscuit Company's crackers. They cost the average dealer \$2.25 per

dozen and are being sold at \$2.40 per dozen because the quantity price buyers are getting twenty per cent off the list. It is the same way with milk; the dealer who buys at the regular list price pays \$3.90 per case and is compelled to sell for 3 for 25 cents, or \$4.00 per case, thereby making 10 cents on a \$3.90 investment, because the quantity price man has laid in a supply at \$3.65 per case and forces the entire trade to sell at 3 cans for 25 cents. It is also the same way with Snider's Cat-sup. It is sold at 20 cents in Southern California all because of the quantity price where otherwise it would be sold for 25 cents, and the grocer could keep one case in stock and sell it at 25 cents and make as much profit as he can at 20 cents, for in order to sell it at 20 cents he has to lay in a year's supply each autumn. The man who cuts has to buy the quantity in order to cut and the man who meets the cut price has to buy in quantities in order to protect himself. When we consider that only five per cent of the dealers are natural cutters, we can see what the quantity price causes the five per cent to do to the other ninety-five per cent, therefore I think any further argument is unnecessary on the question.

INTERESTING FIGURES OF AUTO ADVERTISING.

The amount and distribution of automobile advertising among the magazines during the past two years is most interesting. *Collier's* figures show that in 1909 a total of 411,403 agate lines were carried by eighteen publications in the general magazine and weekly field. This represents an expenditure of \$686,284. The *Saturday Evening Post* secured 32 per cent of this expenditure, *Collier's* 22.0 per cent, *Everybody's* 8.3 per cent, *Life* 5 per cent, *McClure's* 5.3 per cent, etc.

The figures for 1910, up to and including September, show a total of 498,267 agate lines—a gain of nearly 87,000 lines before three-fourths of the year is out. Of this advertising the *Post* leads with 108,043 lines, *Collier's* with 90,791, *Life* with 62,724; *Literary Digest*, 35,719; *Country Life in America*, 24,865; *Outlook*, 21,742; *Everybody's*, 19,054; *McClure's*, 17,248. In amount of expenditure the magazines which lead are, of course, not necessarily the ones with the most lines.

The Chicago Record-Herald

In October 1910

Gained 308 Columns

In Advertising

over October, 1909, and contained a greater amount of Advertising than in any previous October in the history of the paper

The Advertiser—The Successful Business Man

notes quickly the signs of the times—he has watched THE RECORD-HERALD'S growth and knows the genuine worth of the paper that has inspired it—that is the cause of the increase in ADVERTISING IN THE RECORD-HERALD'S increase

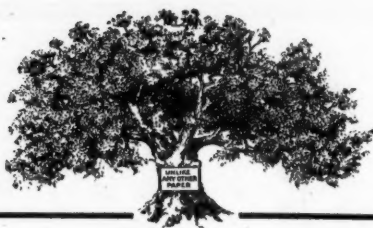
notes quickly the signs of the times—he has watched **THE RECORD-HERALD'S** growth and knows the genuine worth of the paper that has inspired it—that is the cause of **THE CHICAGO RECORD-HERALD'S** increase in advertising.

The Chicago Record-Herald

AT ONE CENT DAILY

has made no change in its policy. It is to-day pre-eminently the best family newspaper in the west.

The Chicago Record-Herald New York Office
437 Fifth Avenue



Farm Journal for Quantity

Quality seldom goes with quantity; so it is no wonder if some who see that the FARM JOURNAL is awarded by PRINTERS' INK the famous "gold-marks" of quality (◎ ◎), should suppose that it, like most of the "gold-mark" papers, had a rather small circulation.

But the FARM JOURNAL, "unlike any other paper," is just as conspicuous for quantity as for quality, as this count shows. (It was made June 30th. The edition is now OVER 800,000.)

Alabama	2,958
Alaska	153
Arizona	1,294
Arkansas	3,958
California	15,776
Colorado	8,552
Connecticut	16,647
Delaware	4,390
District of Columbia	1,196
Florida	2,476
Georgia	3,647
Idaho	4,580
Illinois	42,287
Indiana	28,211
Iowa	28,742
Kansas	19,062
Kentucky	9,276
Louisiana	2,486
Maine	10,230
Maryland	14,993
Massachusetts	28,669
Michigan	29,878
Minnesota	12,938
Mississippi	2,356
Missouri	19,397
Montana	4,269
Nebraska	13,800
Nevada	812
New Hampshire	7,749
New Jersey	26,132
New Mexico	1,866
New York	71,437
North Carolina	5,557
North Dakota	5,109

Ohio	53,677
Oklahoma	6,857
Oregon	8,456
Pennsylvania	107,475
Rhode Island	3,999
South Carolina	2,301
South Dakota	5,787
Tennessee	6,095
Texas	9,128
Utah	3,428
Vermont	7,145
Virginia	16,079
Washington	12,543
West Virginia	12,372
Wisconsin	19,980
Wyoming	1,447

	727,650
Canada	15,661
Foreign	2,192
Total	745,503

CIRCULATION BY SECTIONS

New England	74,439
Middle Atlantic	254,074
Central West	296,696
South	47,817
Far West	54,624
Canada	15,661
Foreign	2,192
Total	745,503

Be prompt with copy. Forms for December close November 5th, unless all space is taken earlier. Over 800,000 copies, \$4.00 a line.

WILMER ATKINSON COMPANY

PUBLISHERS

PHILADELPHIA

HEARTY MAIL CO-OPERATION WITH NATIONAL ADVERTISERS.

SMITH GRAY & CO.'S PERSISTENT CIRCULARIZATION AND NEWSPAPER ADVERTISING FOR AUTO STROP, EVERWEAR, ETC., SECURE GOOD RESULTS—WIDENING DEALER CO-OPERATION.

By strong salesmanship and careful handling a number of retailers have been brought to the point not only of stocking such goods as safety razors or trade-marked hosiery, but also of giving really vigorous advertising and circularizing co-operation. But to induce many of them to push such articles by independent advertising or even to lend their names to local work carried on by the manufacturer has been very difficult. One of their arguments has been that any advertising they might do for trade-marked goods is just as apt to benefit competitors as themselves. Yet some of the most noted and able retail concerns in the country now appreciate the business sense in dropping the narrow and suspicious attitude and taking a broad co-operative viewpoint.

"The natural trend of all business at the present time is to catch onto the band wagon of nationally advertised goods. We try to corral as much of the wind produced by national advertising as we can." These statements were made by J. H. Bagley, of Smith Gray & Co., New York, as he sat with a scrap-book before him of the wind shields he erects to turn that breeze his way. That Smith Gray & Co. have been extremely successful in this utilization of good motive force, Mr. Bagley was most ready to admit. The "how" he attributed to the mailing department of the firm. Here sixty-five girls, provided with the most modern machinery for the purpose, perform the services of three times their number working entirely by hand. This department is continually engaged in forwarding form letters to the army of prospects which the firm has listed under various heads.

Each branch of the business has produced material for these lists. From the delivery department comes a list of more or less continuous cash customers. The clothing salesmen learn the names and addresses of odd figures, and the "hard-to-fits," while the charge account list would, of itself, make the population of a respectable sized city.

On behalf of some one of the trade-marked lines which the firm carries these letters are kept moving. That sentiment may enter very largely into tailoring patronage is an acknowledged fact and this, as a lever for all branches associated with the sale of clothes, the Smith Gray firm does not hesitate to use. The company has been in existence for over half a century, and by the arts of catering to city trade distinctly has built for itself a reputation which now permits it to add to its business by a mere indorsement of some nationally advertised article. The letters bearing this indorsement and scattered broadcast by the mailing department of the firm are neither composed nor produced with intent to deceive the recipient. They are printed on the multigraph and addressed on the typewriter. The latter being done rather for neatness than any desire to add a more convincing touch to the product. They are bright and personal in style, and receive very careful attention in the making, so that despite their form character they carry to the customer a note of personal contact with the inner workings of the business.

The following is a good example of such a letter sent out:

SMITH GRAY & Co.

NEW YORK, Oct. 11, 1910.

DEAR SIR:

We want you to try at our risk and without expense, an Auto Strop Safety Razor.

We ask you to try it because we believe that once you know its virtues, you would not willingly be without it.

If you have never used a safety razor, or if you have used all other kinds except the Auto Strop, we ask you to let us send you an Auto Strop and let it sell itself to you in the thirty days' free trial.

It will do for you what no other razor has done or can do—it will do it

better, easier and surer than it has ever been done before.

Just write "yes" on this letter and when the Auto Strop comes, use it for thirty days, then if you're perfectly satisfied with it, we'll charge it to you—or if you but say the word, we'll take it away again just as gladly as we originally sent it to you.

But please write "yes" on this letter and mail it.

Yours very truly,

SMITH GRAY & Co.

Speed in moving stock is one of the chief bases of success in this method of selling. That the letter campaign of Smith Gray & Co. has achieved this highly desirable state of affairs is the main reason that the system has been enlarged to its present proportions. Mr. Bagley would fain evade the accusation of writing convincing letters for these campaigns; however, when circular letters increase the sale of a trade-marked article from practically nothing to a business of jobber proportions, some one must shoulder the blame. One gross of Durham Duplex razors was sold on the first day after a letter on the subject had been sent out! Work of this sort is surely calculated to destroy the old idea that these campaigns must necessarily move slowly and that the dealer was taking the risk of losing the control of the local market for the article he had advertised. The retailers of many lines have thrown aside this risk and devote large proportions of their newspaper display to such goods as Stetson hats, Manhattan shirts, Arrow collars and the various brands of hosiery. The Smith Gray Company advertisement from a New York daily, which is reproduced with this article, is a fair example of the results of the awakening all along the line.

To unearth the reasons back of this change of policy leads one into a field so wide that an entire article would hardly do it justice. The advertising and sales manager of one of the best-known patented specialties on the market chooses to attribute this evolution to the rapid inroads into the retail business made by the mail-order houses. No longer able to compete with a private brand against these organizations the retailer

has perforce turned to those nationally advertised to retain his hold on the public. This is certainly making a large place for the mail-order house; probably larger than it really occupies. It would seem much more reasonable to believe that three sources of pressure have forced the issue. The consumer demand created by the national advertising, the pressure brought to bear by the manufacturer, and the cut-throat rivalry which arose in the private brand system have played their interwoven parts to bring about the present conditions.

Smith Gray & Co.

For Men, Women and Children *Exclusive* Hosiery

Exclusive hosiery means to you a combination of comfort, economy, durability and elegance such as you have never known. It marks the dawn of a new era in hosiery. The guarantee—that six pairs must give you perfect service for six months or new ones free for every pair that fails—occasions no sacrifice to either appearance or comfort.

Exclusive yarn (selected from the finest combed Egyptian yarn obtainable)—selected with rare skill for its tensile strength and durability.

The exclusive exclusive dyeing process guarantees only fast colors as well as a block which never loses its lustre—accidentally it is the only known hosiery dyeing process which in no way affects either the strength or life of the yarn.

The exclusive exclusive knitting process makes possible the perfect intermingling of the cross weaves and the overcast stitches—there are no seams—no ridges—no spots—woven closer in any place than in another—there is produced a soft, smooth, silky texture identical throughout.

Exclusive hosiery is soft and silky, lightweight, seamless and perfect fitting—shaped to the true foot and ankle form—it will give you more comfort and better service for a longer time than any other hosiery.

Could it be any Smith Gray store to-day—yet exclusive hosiery—the absence of seams—feel the soft, smooth, silky texture—read the guarantee endorsed by Smith Gray & Co.—try half a dozen pairs and know for all months and more absolutely how comfortable.

<p>FOR MEN.</p> <p>100% Cotton—\$2.50 per pair 100% Egyptian—\$3.50 per pair 100% Silk—\$5.00 per pair</p>	<p>FOR WOMEN.</p> <p>100% Cotton—\$2.50 per pair 100% Egyptian—\$3.50 per pair 100% Silk—\$5.00 per pair</p>	<p>FOR CHILDREN.</p> <p>100% Cotton—\$1.50 per pair 100% Egyptian—\$2.50 per pair 100% Silk—\$4.00 per pair</p>
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NEW YORK **Smith Gray & Co.** BROOKLYN

NEWSPAPER COPY FOR TRADE-MARKED ARTICLE.

There is a distinct improvement and understanding in the relations and co-operation of retailer and manufacturer.

"INTELLIGENT NOISE."

Miss Ada M. Kassimer took for her subject, "Intelligent Noise," when she recently addressed the Topeka Ad Club. Kansas City has dubbed her Fra Elbertus' double, and as such she has won much discussion in the Kansas City papers.

She is at the present time the successful chief of the Crafters' Shop of Kansas City, as well as the editress of the *Crafters' Magazine*. She has surrounded herself with a corps of fellow crafters, and in her Kansas City shop is conducting a work similar to that of the editor of *The Philistine*.

"If you want to make the world know that you are in the world make an Intelligent Noise," says Miss Kassimer.

Wouldn't Buy Unless It Was Advertised in

ORANGE JUDD WEEKLIES. Mr. Armsby's letter, which follows, is similar to many we receive from our subscribers, all showing our subscribers' willingness and *ability* to buy from any firm who advertises in ORANGE JUDD WEEKLIES.

"CAPE MAY Co., N. J., May 23, 1910.

Orange Judd Co.,
New York City.

Gentlemen:

Do you consider '———— Company' (name given on request) a reliable firm?

I have not seen their advertisement in your paper (Orange Judd Weeklies).

I am thinking of buying one of their silos as I like their swing door.

I would consider it a favor if you will let me know.

I am a subscriber to your paper.

Yours truly,

A. L. ARMSBY."

The firm in question is advertising now in

The ORANGE JUDD WEEKLIES

Which, because of the technical excellence and plain, practical way in which they are edited, are read by 325,000 of the most advanced farmers in the country—business men who are making money, and *spending* it for the same kind of things that well-to-do city people buy. There is *purchasing* power in our circulation.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States; NEW ENGLAND HOMESTEAD, the New England States. 325,000 circulation weekly, guaranteed. No medical or financial advertisements taken.

ORANGE JUDD COMPANY

Western Office:
1209 People's Gas Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

ARGUING A STEEL SPECIALTY TO CONSUMERS.

"NO CO DO" STEEL CEILINGS IN EDUCATIONAL CAMPAIGN TO INCREASE USE OF PRESSED STEEL CEILINGS IN HOMES—ENTIRE STEEL AND IRON BUSINESS INTERESTED.

By Theo. Rand-McNally.

Though industry after industry has made use of advertising methods there is probably no more outstanding example than the steel and iron trades. Ten years ago there was little or no effort made to appeal directly to the consumer. Even all those articles which may be classed as sundries and fittings were exploited largely to the dealer and then left to his mercy; while all such heavy stock as sheet metal, either pressed or plain, was considered to be in the legitimate field of the local dealer only. National campaigns for these products of the metal-shop were practically unheard of.

An off-shoot from the regular sheet metal business is the manufacture of ornamentally pressed copper and steel. Thirty-two years ago the first stamped metal in the form of ceilings was put on the market. Working according to his lights (such as they were) the originator of this new product constructed its initial advertising to follow very closely the path already well beaten by that of all the other branches of the metal trade. Looking at this action from present viewpoints its chief virtue was that it secured a very wide distribution of the product and established its reputation before there was any large demand on the part of actual consumers. The dealer's local advertising was left to create the final demand, and under these conditions the business existed for a number of years without making any substantial progress.

The wide introduction of ornamental metal into present-day building and decoration is due entirely to the change which was made in the methods of its advertisement. All the larger manu-

facturers of this class of interior finish are to-day making their appeal directly to the final user of the material. The Northrop, Coburn & Dodge Company, one of the biggest makers in America, is this month using quarter-page spaces in something over a dozen weekly and monthly publications, ranging from those of such general interest as the *Saturday Evening Post*, *Outlook*, *Munsey's*, *Good Housekeeping* and *McClure's* to the more distinctly class magazines such as the *International Studio*, the *Craftsman* and *American Homes and Gardens*.

This campaign (following, as it does, closely on the heels of an extensive trade paper campaign) is mapped out not only for the benefit of the manufacturer, but also of the dealer. Though the firm offers its catalogue to all inquirers, it turns the names of all of these over to the local dealer who is nearest. It is Mr. Dodge's firm conviction that the dealer is entitled not only to this consideration, but to full protection by the manufacturer when it becomes necessary for him to sell to a consumer on account of the latter's isolation from any merchant handling this class of goods. Though not an opponent of mail-order selling, Mr. Dodge is emphatic in his condemnation of the manufacturer who is willing, for the sake of a small increase in actual sales, to undersell the dealer in any part of the country, whether it be near or far from his place of business.

The firm's present advertising is calculated to arouse interest in the various forms in which the product is sold and thus capture a large proportion of the inquiries for the dealers who are handling it.

The educational feature in the Northrop, Coburn & Dodge advertising is still a conspicuous one. The public seems to have become possessed of the idea that metal interior finish may be all very fine for public buildings but not for the home. A good authoritative statement like this is bound to attract any man who is

about to build or remodel: "We have appropriate ceilings and walls for every room in your house from parlor to cellar, and for all classes of buildings."

Believing in reiteration as the basis of permanent impression, this firm uses the same copy in all its spaces for a given month, and indeed will not hesitate to run the same advertisements more than once in periodicals where they have proved to have exceptional drawing power.



COPY THAT HAS BEEN OFTEN REPEATED

The campaign is attracting attention in iron and steel circles, as it represents a principle usually contested by manufacturers—the feasibility both of developing public sentiment for a new use for a product, and also of having anything at all to do with the consumer. The consumer is not held to be interested.

However, the unsatisfactory selling situation with many concerns is causing considerable thinking, and the recent entrance of faucet manufacturers, vanadium steel, etc., upon consumer campaigns is affording much food for reflection likely to develop by and by into action.



The square, honest proposition, good goods for good money, goes with that thrifty, intelligent class who are readers, some of them 5—10—20—30 years, of THE UTICA

SATURDAY GLOBE

If you have an article which is useful and of honest value, you can find a ready and a steady market for it through the Saturday Globe's advertising columns.

Interior New York, New England and adjacent states, its greatest field and therein it reaches 140,000 homes each week.

When a wise advertiser or advertising agent investigates, he invariably becomes a GLOBE enthusiast.

There's a moral.

SMITH & BUDD CO.
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Ethridge

The other day a man dressed as a sailor sold a New York police lieutenant a beautiful green parrot, "from Borneo." It was all right till the paint wore off. Advertising, like many other things, is not always what it seems. Mere grace and prettiness, while of incidental value, don't count for much if there is nothing behind them. The advertising we make has sales-experience and sales-force in it. It wears well.



* * *

Announcement: We have made some notable additions to our art staff, which have fitted us to do exceptional fashion work.

* * *

You don't order the same dinner every night. Why repeat the same advertising designs and ideas? Why not tempt your customer's palate with something appetizing?

* * *

When a man builds his home, he makes certain that the mason who spreads his mortar is the best he can get. He knows it will pay when the frost-test comes. Advertising ink ought to be spread quite as carefully as mortar.

The Ethridge Company, Gentlemen:—You will be interested to learn that shoe people here are saying that the booklet which the Ethridge Co. illustrated is one of the most interesting booklets that has ever been presented to the shoe trade.

(Extract from a letter received by The Ethridge Co.)

* * *

If you were running a hat store and carried only the style of hat you prefer for your own head, you wouldn't get much trade, would you? Are you using a line of advertising which simply suits your own personal taste? If so, isn't it possible you are making a mistake? We have a large, skilled organization here which is strong on "standing outside and looking in."



* * *

The Ethridge Company, Gentlemen:—The only trouble with the circulars you recently printed for us is that the work was so good that every jobber whom we sell wants us to furnish them with anywhere from one to five thousand copies.

(Extract from letter received from large manufacturers of metal goods.)

Shop Talk

Would you pattern your clothes or your whiskers after those of your competitor? Then why follow along in his advertising trail?—it's just as foolish. Let



us study your problems from a fresh viewpoint, and blaze a new and distinctive path for you.

* * *

All money which might have been more profitably expended is to a certain degree wasted. For this reason, the waste in advertising is tremendous. You naturally want to make every one of your advertising dollars count for a full one hundred cents. Before you go any farther, wouldn't it be wise to talk things over with a concern whose services elicit such high praise from leading advertisers as we have been printing in these "Shop Talks?"

* * *

The Ethridge Company, Gentlemen:—We are very glad to say that the two finished drawings have been received and are satisfactory in every respect. They are clean cut, will reproduce very easily, and we are much pleased with the careful attention to details. This sort of service is the kind that an

advertiser likes to get, but rarely receives.

(Extract from letter received from manufacturer of Tooth Brushes.)

* * *

Josh Billings used to tell about a man who wore colored glasses. When he walked on the avenue and winked at the girls, he was surprised at their unconcern. *He* knew what he was doing, but *they* didn't. Some advertisers operate on the same principle.

* * *

We are not an Advertising Agency in your sense of the word. We do not place accounts. We simply furnish the stuff that makes the advertising successful. Designs—Copy—Ideas—Printing—Engravings, etc.

* * *

Advertising and circulation managers of periodicals can secure art work of all kinds from **The Ethridge Company**. Only nominal charges are made for preliminary or pencil sketches, and the finished drawings therefrom are billed at reasonable prices with preliminary charge deducted.

The Ethridge Company

Madison Square Building
Madison Square, North
(25 East 26th Street)

New York City

Telephones: 7890-7891-7892-7893

Madison Square

WHY NATIONAL ADVERTISING MANAGERS SHOULD UNITE.

PROBLEMS BEST WORKED OUT IN GROUPS OF SPECIAL INTERESTS—WHAT SUCH AN ORGANIZATION MIGHT DO FOR ITSELF AND FOR ADVERTISING IN GENERAL—BIG GENERAL BUSINESS PROBLEMS TO HELP SOLVE.

By O. C. Harn.

Advertising Manager, National Lead Company, New York.

When people really get ready to do something serious they withdraw from the big general convention, with its speeches and its hurrah, and get together in some quiet place and talk it over.

The work of the university is not done in the chapel, nor that of the political party at the mass meeting. The convention is not the place to study. It is usually only a place to confirm a slate, either of men or ideas, or perhaps to get up steam.

The university class idea is just beginning to show itself in the study of advertising. We are emerging from the convention oratory age, although, of course, conventions and oratory will persist alongside the class-study system for a long time. It is beginning to be recognized that the men whose interests lie along special avenues should get together in groups by themselves, to work out their special problems.

So we see the magazine publishers in an effective organization, their representatives banded together in another, the newspaper men in a third; and now the men who conduct nation-wide advertising campaigns for commercial products have gotten together in a class to dig into the difficulties peculiar to that phase of advertising activity.

And I predict that the members of each specialized organization will not only solve their own peculiar problems as they would not be solved by a general organization of all kinds of advertising interests, but they will contribute more efficiently to the general ad-

vancement of all advertising interests by working thus apart.

The chemist can best serve the dyer, the paint maker, the physician and the paper maker by sticking to his laboratory.

This has been actually demonstrated in the advertising world by the Quoin Club, which has accomplished much, not only for the publishers which compose it, but for the advancement of advertising practice in general—more than the whole body of advertising men could have accomplished working in a general organization.

The men who organized the Association of National Advertising Managers at Detroit last June have not withdrawn into this special organization because they have no interest in or are opposed in any way to other advertising interests. On the contrary, they believe that they can make more valuable contributions to the general knowledge of advertising and aid all legitimate advertising interests more by thus attacking certain definite problems in a definite manner than they could by satisfying themselves with working in general organizations.

In building the edifice of successful advertising practice the bricklayers can do no better service to the general cause than to hold a night school to study the laying of bricks. Let the carpenters organize their own class and study just as hard.

It has been hinted that publishers and agents have been apprehensive of some antagonistic meaning to this organization of their customers and clients. If any such apprehension exists it should be dispelled.

What if the advertising managers should get it into their heads that knowledge of circulations should be open and definite? The best publishers "have beaten them to it." The new association would simply be holding up the hands of the reliable publishers.

What if the association should, in the course of its studies, conclude that it does not deepen the confidence of the public in advertising to allow fakirs to bunco them through lying advertise-

ments? Some of the publishers have themselves set as rigid a standard in this regard as any advertising manager of a legitimate proposition could possibly ask. Such publishers would be the gainers if the Association of National Advertising Managers should take a decided stand on this question; and those who haven't yet cleaned house would still be free moral agents—they could choose which business they wanted most.

What if, in the course of events, the association should suggest that certain kinds of advertising agents could be dispensed with, without materially damaging general prosperity? That would be nothing more than strong publishers and efficient agents are themselves already hinting. What the publisher of the clean medium and the legitimate agent have been unable to do so far, for lack of the co-operation of the buyer of space, they might do quickly were this new association to re-

spond to their appeal for co-operation.

As a matter of fact, the new organization will probably find its greatest usefulness in making itself strong for co-operation with other organizations in the advertising field.

There is a big difference between such co-operation and the attempt of all advertising men to work together in one organization. The latter is the attack of a mob; the former is the attack of several well-organized and coordinated regiments.

Perhaps, too, the National Advertising Managers' organization will dig up some new tasks, the accomplishment of which will help all advertising interests, but which no one has yet attacked seriously. The men who are already in the association think they see several opportunities of this kind ready and awaiting.

So much for the general good the new association of advertisers may accomplish. What specific-

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

ally does it offer to its own members?

First, the inspiration which comes from working together on more or less similar problems.

Valuable information will be gathered which will be available to members. Not circulation facts alone. The advertising man wants to know many things besides circulations and rates. Interchange of experiences with his fellow members will be of untold value. Some of these experiences can be filed for general inspection by members. Others, too intimate for that, will be exchanged in a private way between those members who have attracted one another or inspired special confidence in one another.

"Getting acquainted" will itself open up possibilities of helpfulness which those who have never tried it little imagine.

Those who organized the association recognized this fact, and wrote into the constitution a provision for two meetings a year instead of the one annual meeting usual in national bodies.

Supplemental to the biennial gatherings and even more valuable than they, because more frequent, will be the conferences by twos and threes throughout the year. The exchange of ideas and information between friend and friend is not visionary or impracticable, while the contribution of the same information to an impersonal bureau might prove to be so.

Perhaps the greatest benefit of all will be the consciousness of strength which the union of such a large buying power and large brain power as that represented in the organization will give to the members. A confidence that big things can be accomplished will be followed by the accomplishment of big things.

What are the biggest problems before national advertisers today? Are they not:

First, how to instill into the public perfect confidence in advertising statements, and

Second, how to make the machinery of distribution run more smoothly, to the end that the de-

sire created by advertising may always end in a sale, instead of being cooled and destroyed, as is the case now in a percentage of cases, by the lack of co-operation between manufacturer and dealer.

Who can tackle these problems with better chance of success than a powerful organization of national advertising managers?

Most, if not all, the defects which the national advertiser finds in the machinery of distribution to-day are covered by the statement of those two general problems.

Most other problems when analyzed will be found to be elements of these two. To solve them may require education here, moral pressure there, even legislation, sometimes (though from being responsible for more laws may the good Lord deliver us, if possible!).

Who will be deferred to by those holding the power to correct evils or improve conditions? Not the single buyer of space—not in a thousand years. A hundred or two advertising managers speaking as one stand a splendid chance to have all reasonable things handed to them on a silver salver.

NEW CHICAGO AGENCIES.

The William S. Parry Company has been organized to do an advertising business at 315 Dearborn street, Chicago. Mr. Parry was formerly one of the firm of Parry, Burkitt & John.

Thiele & Cornwall have opened offices at 218 LaSalle street to do business as an advertising agency. Mr. Cornwall states that when his concern is ready to do business it will specialize upon financial accounts.

CASTING ABOUT FOR A SLOGAN.

Charleston, S. C., is cudgeling its brains for a suitable slogan. "Watch Charleston Grow" has been dismissed tentatively for "Make Charleston Grow," but the business men do not feel that even this is quite what is wanted. It has been suggested that more desirable would be a terse phrase which should describe Charleston as the key port to South American and Pacific trade.

John R. Hazard, special representative for D. O. Haynes & Co., publishers of the *Pharmaceutical Era*, has resigned his position to accept one with Munn & Co. He will work exclusively on *American Homes & Gardens*.

PRINTERS' INK.

27

THE FRANK A. MUNSEY COMPANY,
175 FIFTH AVENUE
NEW YORK

Munsey's Magazine
Argosy
All-Story Magazine
Scribner's
The Railroad Man's Magazine
The Cavalier

October 25, 1910.

Dear Mr. Advertiser:

The following paragraph taken from an article by Mr. Munsey in the November issue of Munsey's Magazine, entitled "The High Cost of Living and its Relation to the Tariff," gives expression to a policy that you ought to remember:

"I am keenly interested in the advance of this country - keenly interested in a constructive policy, not a destructive policy. MUNSEY'S MAGAZINE has never been committed to the muck-raking theory, and never will be. Muck-raking is one thing and progress is quite another."

I wonder if it means anything to a manufacturer to be affiliated with this kind of a magazine - a magazine that was a bulwark of optimism when business structures were tumbling in 1907 - a magazine that this month says some big things in a broad-gaged, constructive way.

I urge you to take the November Munsey off into a quiet corner and study it from the viewpoint of a man who is spending real money to reach a profitable percentage of the worth-while families in America.

The December issue, which will be another mighty good example of magazine-making, closes November 4. May I have your space-reservation NOW, in order that your advertisement may be effectively handled and placed?

Very truly yours,

H. S. Mann
Advertising Manager,

THE FRANK A. MUNSEY COMPANY

THE ADVERTISER'S BATTERY OF DEALER HELPS.

SPECIAL SKILL BEING PUT INTO HELPS FOR DEALERS—GREATER RECEPTIVITY TO SUCH MATTER—SOME OF THE INTERESTING VARIETIES OF IT USED.

By S. C. Lambert.

I.

A New England manufacturer of a staple hardware product for household use was wont to become impatient, five or six years ago, whenever it was suggested to him that he supply folders, or window cards or any other item of commercial literature to the dealers who were handling his goods.

"It's a waste of money," he would exclaim. "I have thrown away hundreds of dollars in that way, and my men have told me that very little of the stuff was ever used. I'll sell through the jobber and let the dealer go hang."

It was true that the hardware dealers were not going out of their way to distribute booklets and other sales matter for this manufacturer. But it was not because they were set against these "helps" as such. This became evident two or three years ago after the manufacturer had passed away and his son had taken the helm and had at once resorted to a hard advertising campaign.

The advertising was forceful, and succeeded within a reasonable time in creating considerable consumer interest. Sales increased encouragingly, until with the aim of injecting still another degree of vigor in the campaign, the old suggestion of dealer helps came up.

The advertising manager crowded through his plan in the face of the treatment accorded to the literature sent out under the old regime. "I have an idea that this matter will be used now," said he. "You will find that the dealer's attitude has changed."

This proved to be the case. The dealers readily consented to go to some trouble to furnish mailing lists of local customers in order that they might be circularized by the manufacturer. Moreover, they suggested of themselves that placards be shipped them for use in the windows and upon the counters. A large proportion of them in Massachusetts consented to giving up a window apiece for a week wherein was displayed an artistic announcement of the manufacturer's line.

The son of the old manufacturer, remembering his father's



FREE ADVERTISING — FOR YOU —

There are about five hundred wise druggists taking advantage of our free advertising offer. We extend this offer to you. All you have to do is to send us the names of one hundred people whose trade you desire. We will mail to each a proposition that will bring the majority to your store as buyers. Write us for particulars. Write today.

We shall also be glad to furnish you with Window Displays and Counter advertising matter for both Zodenta and Milkweed Cream.

F. F. INGRAM CO.,

Canadian Branch, Windsor, Ont. Detroit, Mich.

A TYPICAL TRADE JOURNAL AD PROMISING HELP TO THE DEALER.

antipathy to "helps," was some-perplexed. In company with the sales manager he visited hardware dealers in some of the smaller cities.

"Why do we use these signs and other announcements now, when we did not used to?" they said in answer to a question. "Five years ago your product had no interest to the consumer, or very little at best. Your sales efforts three times removed from the consumer did not help us. But your advertising in our local paper has aroused an interest. People have been coming into this store asking questions. Did I

handle the goods? How good were they? Could I tell them anything more about the article?

"You have been creating trade for me, and decent gratitude, as well as self-interest, prompted me to help you all I could. I have given your catalogs and folders to those who have come in here. I knew that they might very well return and buy. The point is you have created a new demand and we are anxious to make the most of it."

This spirit has been developing so fast within recent years that a rapidly increasing share of the attention of an advertising manager is being used upon developing and perfecting a resultful battery of dealer helps.

However, investigation substantiates the allegation that too many manufacturers do not sufficiently regard the individuality and the human nature of the store keeper. Like other people he is not keen to pull the chestnuts out of the fire for the other man—especially when the other man shows no disposition to pull any chestnuts out of the fire for the dealer.

A New York agency man, experienced in service work and in methods to secure the cooperation of the dealer said: "The fundamental difficulty with the manufacturer's batteries of dealer helps is that very often the manufacturer and the advertising agent concoct a series of ready made pieces of advertising which they suppose will pull business for the retailer. Nevertheless it is a fact that they have done this important thing without ever having had direct contact with consumers. The retailer being fairly shrewd in sizing up what his customers will read and act upon is moved either to contempt or indifference by the character of the stuff that is sent him. Very properly he says: 'I have done business here for fifteen years and know my customers. I know what they want to know and what will persuade them to buy. What does the advertiser know about the consumer?'"

"Well, frequently, he knows a lot, and most often he can turn

out better stuff than the retailer, with many laps to spare. But then sometimes he knows much less. Another objection creeps in—the purely one-sided character of the stuff sent the retailer. It is all about the manufacturer and his trade mark, with a tiny space somewhere for the dealer's name. The dealer's individuality and local prestige are crushed to earth in a matter of fact way."

Some wide awake advertisers have sensed the defect and are taking another tack. One of these is the Kahn Tailoring Company of Indianapolis, which this year began its national campaign. It is issuing a booklet for the trade which embodies advanced ideas regarding tailor co-operation. The booklet, from cover to cover, is a talk from the retailer to the consumer, quite as much concerning the dealer's prestige and reliability as those of the manufacturer. The dealer's responsibility underlies the tone of each paragraph—the dealer's personal pledge for the manufacturer's article, the dealer's promise of service and high standard. It is a booklet likely not only to convince the consumer of the dealer's arguments but also to make the tailor a better retailer after reading it and after passing it on as his own. This booklet, handsomely printed in colors, is furnished only by means of mailing to dealers list prospects, the dealer paying the postage.

Some manufacturers make a serious mistake by employing retailers as their only advertising "medium." Granted that a dealer may push a brand into a certain measure of success, if he will make himself the means of distributing whatever advertising matter the manufacturer sends him. But experience shows that a retailer has considerable respect for himself as an individual and feels that he is in business strictly to make money. He cannot afford to win prestige in his community for a brand, when he may sell more goods of another brand without making himself the tool of the manufacturer. It does not fit in with his idea of self respect

to make a mere cog in some manufacturer's marketing machinery.

It goes without saying that a sensible dealer will gladly co-operate with an advertiser when he may profitably do so. If he may advance his interests by advertising his place as the local home of a widely known product, he will surely do so. Take Fownes gloves, Cluett collars, or Manhattan shirts, for instance. The proprietor of any men's shop does not have to be a genius to understand that benefits accrue for him immediately that he puts in his window or upon his counters a neatly lettered glass sign announcing Fownes, or Manhattan or Cluett brands. He is not infrequently willing even to spend his own money to advertise in his local paper these goods in connection with his store.

A wide awake druggist in a small city up New York State recently expressed his opinions frankly about his relations with manufacturers who are selling, or trying to sell, nationally.

"It averages once a day that the salesman for some large house comes into my store with some proposition looking to my active co-operation with his line. Some of these houses I know it will be worth my while to help; others it is a waste of time and money to help. If I should use all the advertising matter which these firms send me—booklets, window cards, window designs and hangers—my store would be swamped; my walls would be plastered with posters, my windows would be stuffed with announcements and my shelves would be hid by hangers. I would have little space for my goods, or even their display.

"I must therefore choose and select; moreover I must do so in accordance with certain principles. The leading principle is that it shall thoroughly be worth my while. If an announcement that I have a certain kind of goods will bring people into my store, I'll see to it that the buyers in this town know of this. Sometimes I am asked to send to some tooth paste house or some other special-

ty manufacturer a list of names, which may be circularized from headquarters. But I have discovered that if I can depend only upon such demand as is created by these letters, I don't get much trade and the stock goes slowly. So now I never comply with these requests unless a manufacturer already has earned a reputation."

Self interest will often take a retailer out of the beaten path to make himself useful to a manufacturer. The Barstow Stove Company, an account of whose campaign is printed elsewhere in this issue of PRINTERS' INK, prevailed upon dealers in Worcester, Springfield and Lynn, among other cities in New England, to slip leaflets about the Bay State Range into packages which they were sending to customers in town and the outlying districts. But it was thoroughly worth the dealers' time to do this. The Barstow Company had been doing some effective newspaper advertising and, moreover, had earned the gratitude of the dealers by a service of domestic science lessons which had brought many new customers into their places.

It is notorious that department stores as a rule are the stingiest in their co-operation with advertised lines. On sales days they will label Mennen's, for example, at a reduced price or otherwise turn to account the reputation of an established trade marked brand. Manufacturers have found that the country retailer will go farther. Dealers in rural districts, whose notions of establishing their own individuality are somewhat vague, will be found using space in their local paper to advertise some hitherto unknown product. They are "meat" for those concerns which would have the dealer save them the expense of periodical advertising. Supplied with well laid out and good looking electros for advertisements, they often hand these in to their local paper to be used in the regular space. Country merchants are notoriously careless in the use of their newspaper advertising. It annoys them to prepare copy from week to week. The electros sup-

plied them save them the inconvenience of building an ad. They advertise "just to help the paper."

Ingenuity has been adding to the battery of dealer helps from year to year. New and curious wrinkles are cropping up continually. The New Era Manufacturing Company, of St. Louis, makers of shirts and drawers, are proclaiming that it has the following "helps" for the dealer: mailing folders, moving picture slides, price tickets, fashion cards, colored circulars as well as the more conventional outdoor signs, large store hangers, window posters, window cards, newspaper electros, street car cards, and a free advertising service. One concern went so far as to supply a box of price tickets, artistically lettered, to its dealers. These were without any advertising matter whatever and could be used for any article in the store. This seemingly altruistic offer was founded on the belief that if you can do a retailer a real service, he will reciprocate. Still another advertiser offered a changing electric sign to druggists after he had sold a certain quantity of the manufacturer's goods. One objection urged against this is that it tends toward a bribe for the retailer's good will and it is a question how far such "co-operation" may be carried before the dealer's sense of etiquette will feel hurt.

The Keiser-Barathea Company is sending out to local consumers double mailing cards playing up the name of the dealer. The return card bears the dealer's name and if it is used he is bound to reap the reward.

W. S. Peck & Co., of Syracuse, manufacturers of Peck clothing, have been mailing a clothes calendar in colors. It acts at once as a calendar and as a guide for seasonable clothes. The company furnishes these to its dealers with their name at the bottom of each leaf. The utility of this printed help, together with the full recognition of the dealer's welfare, is bringing a hearty co-operation.

575,000 Families Make a Record

❏ Collier's record of wearing apparel advertising from 1905 to 1909 shows a growth of 353%. Collier's carried 18,873 lines of wearing apparel advertising in 1905, and 66,684 lines in 1909.

❏ During 1910 we will carry about 74,000 lines—probably a little more.

❏ This record is of little interest in itself, but the 575,000 comfortable, prosperous families that receive Collier's each week by mail are of *immediate and vital importance to you.*

❏ Their appreciation of advertised wearing apparel made this record possible.

❏ Their patronage is necessary to the well-being of your business.

F. B. Patterson.
Manager Advertising Dept.

Collier's

THE NATIONAL WEEKLY

The Fundamental Law of Value Is the Law of Diminishing Utility

Every textbook on economics teaches this. Every advertiser who ever took a course in economics must have learned it. Every successful manufacturer must, consciously or subconsciously, be acting in accordance with it in the daily conduct of his factory.

So many advertisers, however, appear to be ignorant or oblivious to it—at their cost—that we reprint from the last edition (1909) of the **PRINCIPLES OF ECONOMICS** (by Edwin R. A. Seligman, LL.D., Professor of Political Economy, Columbia University):

"The fundamental law of value is the law of diminishing utility." That is: "More effort means, after a given point, relatively smaller results. A rower may increase his speed by putting forth more exertion, but after a certain point more efforts do not mean greater speed. An increase of rowers will not change the law. Two men will not row a boat twice as fast as one, four men will not row it twice as fast as two. On a piece of land it may be profitable to employ more men as well as to use more fertilizer and better machinery; **BUT AFTER A GIVEN POINT**, additional doses of labor and capital will begin to give relatively smaller results. The law of diminishing returns is universal—it results in the conception of marginal utilization.

"This margin is the point beyond which an additional effort will not give a sufficient return." For if we crowd more men into the same boat or heap more fertilizer into the same field, we may have a gain for a while, but finally **"THE INTENSIVE MARGIN IS REACHED WHERE THE ADDITIONAL RETURNS WILL NOT COMPENSATE THE ADDITIONAL EFFORT OR OUTLAY."**

This is, as we said at the start, simple, elementary, unassailable economics. We reprint it at this point and point your attention to it, as an advertiser, to ask you whether "the given point at which additional doses of labor and capital will begin to give relatively smaller results" is not already reached or rapidly being reached by advertisers in the so-called "standard" magazines and in the women's magazines with the chiefly city and urban circulations.

When you are solicited to spend additional capital and effort to get greater effect in any of the score of mediums crowding more and more advertising into the same constricted fields, are you appreciating the approach to "the intensive margin where the additional returns will not compensate the additional effort or outlay?"

When you are told, for instance, that now you should buy your way to work in the crowded field **TWICE** a month instead of only once a month a little while ago, is it "resulting in the conception of a marginal utilization beyond which an additional effort will not give a sufficient return?"

To ask a few plain questions, in connection with this plain law of economy:

Have you figured out what difference it makes to you, as an advertiser, to have **SIX** competitors instead of **TWO** in a magazine? Do you **KNOW** at all where the margin is reached at which you and your competitors must cease to increase profitably the cultivation of a chosen field and the law of diminishing returns begins to operate?

Do you **KNOW** the difference it makes to the advertiser when the magazine is issued twice a month instead of monthly?

Do you **KNOW** what difference it makes when a magazine crowds its pages with advertising and diminishes its accompanying reading matter in proportion?

Do you **KNOW** any reasons why **YOU** should be induced to persist in the "diminishing return" competition chiefly for the trade of the thirty

million people in the city and semiurban centers and neglect the other sixty-five millions, because your COMPETITORS do?

Do you know, as a corollary of the preceding, what difference it would make to an advertised product to have it sold in one thousand stores doing \$10,000 worth of business, rather than in one store doing \$10,000,000?

Do you know, as a corollary of that, what must be the different effect of advertising to a consumer who can make her preferences easily and directly known to her dealer and one who can speak only with a six-dollar-a-week shop-girl?

There are a score of other questions, as direct as these which "the law of diminishing returns" suggests. In advertising, as in other industries, it is the fundamental law of value. The right answers to these questions—the ones which we have asked here and the others that we will ask and, at your request, answer from the experience of other advertisers—constitute the RIGHTNESS of your advertising campaign.

We wish to quote just once again from the "Principles of Economics": "When," says Dr. Seligman, "we have a more intensive utilization, until finally the intensive margin is reached where the additional returns will not compensate the additional effort or outlay—in such cases—secure additional plots of fresher land."

These profitable "plots of fresher land" are, for the national advertiser, the plots of our American country communities where two-thirds or sixty-five millions of our people live.

That they are uncultivated—unreached, for all practical purposes—by the advertisers in the ordinary "national mediums," is notorious. That they are as capable of as highly profitable cultivation as the city field, is proved over and over again by the conspicuous disproportionate returns from the advertising seed scattered into these country communities from the city sowings.

The extraordinary returns from any proper mail order advertising to these communities is also thoroughly recognized.

But though the mail-order pioneer in these plots has proved the remarkable fertility of the country community for the advertiser, he merely scratches it. He cannot properly cultivate it.

The national publicity advertiser can; and, as sure as "the law of diminishing returns," he must in recognition of this inevitable, economic progress. The Woman's World—the national country community advertising medium—is undergoing a gradual transformation from an exclusive mail order medium to a medium which will, through proper publicity advertising, introduce and sell in the American country community the products of the national advertisers who will be the first to secure these "additional plots of fresher land" for their further increasing sales. The Woman's World will also maintain its development of the mail-order advertising of the products which, most economically, can be sold in the country community by mail order.

To the national publicity advertiser, the Woman's World presents its record as a mail order medium. A mail order medium to be a success, must have the confidence of its subscribers. The Woman's World for years has stood in the fore-front of profitable mail order mediums. Its subscribers believe in it. They stand by it. It renews 75% of its subscribers. It has a paid-in-advance subscription list exceeding 2,000,000 copies per month. It has a rate of \$8.00 per line, which, for that volume of circulation, makes the rate cheaper than any other magazine, or combination of similar magazines.

Duplication and consequent wastage is, therefore, avoided. Its circulation is 95% pure in towns, villages and rural populations of 25,000 and less. There are few mediums where the wastage is as small and none where the rate is so low as to compensate for any wastage. Many advertisers using the magazines where at least 60% of the circulation is in towns of over 25,000 seem not to recognize that in such towns the demand for their sort of product can barely be 10% of the total demand and, in some cases, much less. For such as these and the others who are beginning to feel the workings of "law of diminishing returns" in the other mediums, the Woman's World is now and is going to be more and more available with each succeeding issue.

I will be glad to give you data on the present trade tendencies in these country communities where two-thirds of our people live—and give it more specifically in relation to your business, if you will address

THOMAS BALMER, Advertising Director

WOMAN'S WORLD

More Than Two Million Subscribers

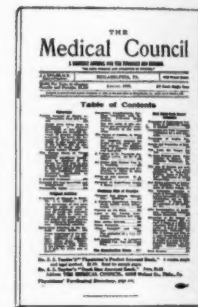
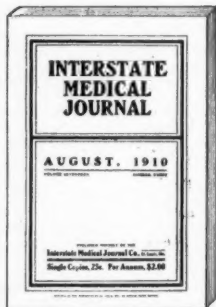
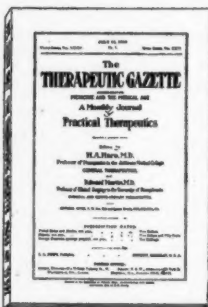
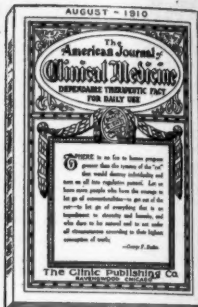
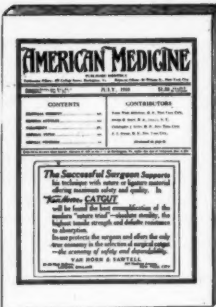
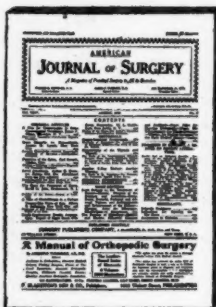
Currier Publishing Company
Chicago

IRVING A. LESHER,
Advertising Manager
Chicago.

Ask for rate card if you are interested
in this subject

A. J. WELLS,
Eastern Manager
Flat Iron Building
New York

"THE BIG SIX"



"Doctor, What Food or Cereal Do You Advise?"

This is a question every physician is called upon to answer daily. Would it not be wise, *Mr. Food Manufacturer*, to have the 150,000 physicians of America know of the special advantages and uses of your food or cereal products?

The journals below, the leading high-class medical journals of the United States, at reasonable cost offer you the best possible way of presenting your proposition to the very men who can do more than all others to promote the sale of your goods.

Remember, physicians to-day are more interested in foods than ever before.

American Journal of Surgery, New York
American Journal of Clinical Medicine,
Chicago, Ill.
American Medicine, New York

Medical Council, Philadelphia
Interstate Medical Journal, St. Louis, Mo.
Therapeutic Gazette, Detroit, Mich.

For rates and further data address any or all of the above journals.

HOME INDUSTRIES MOVEMENT DEFENDED.

ITS BASIS IS A SOUND ONE—ITS AIM CITY BUILDING—SPIRIT OF CO-OPERATION RATHER THAN SELLING GOODS OF LOCAL MANUFACTURE ITS ULTIMATE GOAL.

By H. V. Johnson,

Secretary Home Products Division of the Oklahoma Chamber of Commerce.

May I be permitted an opportunity, equal to that accorded Nolan Davis of San Francisco, who, in your issue of October 6th, presented an article in which he sought to discourage the Home Industries movement?

From the Atlantic to the Pacific and from Canada to the Gulf, there has been inaugurated within the last two years, the movements that have for their end the increase of consumption of the products of their respective localities.

These movements do not base their efforts on the foundation of sentiment, or local pride. But they do focus their strength in educational work, designed to increase the knowledge of what the community is manufacturing, for they believe that with the greater knowledge of what is made there will result an increase in the consumption of those goods, with the consequent increase in the output of those mills. And this increase, in turn, means more employees, larger payrolls, enlarged property valuation for taxes, etc.

Another basic principle of the Home Industries movement is the fact that nowadays great progress of communities does not come about without great effort. It takes work to build cities, and in this work the wise city-builder will seek to make past accomplishments aid in the furtherance of present and future plans. As a literal matter of fact, the Home Industries movements have been born of the modern work of city-building. I contend that when a city has developed a strong manu-

facturing area, the men at the helm of the destinies of that city do well to securely entrench the industries they have gained. With such an entrenchment by means of a Home Industry movement, they accomplish not only the material benefit to their factories, but they are able to go out after new concerns with the definite promise that public sentiment and community pride will receive the goods of the new concern in preference to others.

It would be puerile to say that the Home Industries cause do not take into consideration the matter of merit. That element is of prime importance and it has been my observation that the concerns which are the subject of our efforts are forced into recognizing the importance of standardizing their products and of maintaining that standard.

The immediate task of the well-balanced Home Industries movement is that of accomplishing a real spirit of co-operation between manufacturers and retailers, as well as between retailers and consumers. The fact that there are forces operating against this spirit is well known. One force is that of the seller of merchandise who seeks to market his goods along the lines of least resistance, and, unfortunately, the lines of least resistance do not always lie in the city in which the goods are manufactured. Another force is that peculiar notion in many a buyer's mind that only those goods are of great value that chance to be made in a far-away place. The education in every line of modern activity can be confined to no one spot or corner of the world's surface. Methods that are proved to be right in France can be instantly adapted to Uruguay, provided the purposes are similar. And so, goods that are made anywhere can be made equally as well and equally as high grade at any other point. Thus there is wiped out a condition that may once have prevailed, that only could goods be well made in the older areas of the world.

I rather think Mr. Davis regards the work of Home Indus-

tries movements as framed for the one purpose of selling goods of local manufacture. While this point is not at all lost sight of, yet the larger phases of the work are more along the line of physically and financially developing the community. There are cities in these United States that are ambitious to grow to great dimensions; they seek to grow beyond the limitations of the present and thus they set about seeking the factors of progress. And the most important of these factors is indubitably that of the "dinner-pail brigade." To illustrate: Ten years ago there wasn't a factory in Oklahoma that was worthy of the name. To-day there are in Oklahoma City alone almost two hundred manufacturing establishments, and the most assuring thought we have is in the fact that these concerns are growing very rapidly, as is evidenced by the continual building of new plants by firms that have outgrown their old shells. Moreover, it is the favoring of these firms on the part of commodity-buyers of this state that has been responsible for this growth. The reports of factory inspectors of the United States, when compared to that showing Oklahoma conditions, will reveal the fact that Oklahoma has grown faster in manufacturing than any other state—and the sincere help of Oklahoma's own citizenship, with its innate loyalty to home industries, has been the cause of the rapid increase.

To the man who would set up a plea against the patronizing of home industries, I would point out the case—or rather the predicament, of many of the Northern and Central States. They are suffering the loss of population, of factories and of funds, because these self-same entities are seeking fields of greater possibilities. And, if you notice, some of the cities that are thus affected are buying large amounts of publicity in the effort to attract new men and factories to thereby offset the loss.

I am sincere in the conviction that the most modern of all civic efforts is that of the Home Indus-

tries movement. It is so very general throughout the United States that this very fact must prove the unanimity of thought that prompts and propels the work. It cannot help but have the effect of proving the theory that the more money there is invested in a city in industrial lines, the more money there will be to be spent throughout the manifold channels of a city's activities of trade. This money settles to no one level. Every class and grade of society gets its part and share, as well as the benefits on the part of the expenditure by others.

Moreover, I believe that "Patronize Home Industries" is a term that is as old as the hills, the least used in every day life on the part of the majority of people, and abused by the very ones who should regard it differently. It is a bugbear of commercial nomenclature. And I also believe there is a rapidly increasing sentiment crystallizing throughout these United States to forego the use of the mere words and get busy on results. And if the advertising fraternity, of which I have been part for fifteen years, will read the signs of the times aright, they will quite easily discover that in aiding the cause of Home Industries movements, they will be fostering and developing new advertisers to swell the ranks of national space-users, and that, as Shakespeare had it, "is a consummation devoutly to be wished."

FACTORY IN CANADA OPENED.

Canadian jobbers and dealers have now been able for some weeks to enjoy "Three-in-One" Oil service direct from the company's Canadian factory. This has resulted to their benefit in eliminating all annoyances and delays caused by the Custom House. It was felt that the Canadian system of duties in connection with prepaid freight shipments make a very complicated matter and undoubtedly hampers the sale of United States made articles in a fine territory that is big, rich and eager to have the best of everything.

By manufacturing in Canada the Three-in-One Oil Company will save thousands of dollars in customs duties for Canadian dealers, putting the oil in their hands at a lower net price and on exactly the same basis as in all parts of the United States.

LITTLE TALKS WITH WISE ADVERTISERS**NUMBER ELEVEN****"PROVED CIRCULATION"**

Our attention has been called to a circular issued by a contemporary, the Textile World Record, in which the American Wool and Cotton Reporter is referred to by name. The Textile World Record states that an independent investigation showed that its circulation for the period under consideration was 5,960 copies per month or 71,520 for the year. That is a nice little circulation. The minimum circulation of the American Wool and Cotton Reporter is over 500,000 per annum, which is a nice big circulation.

The Textile World Record is a well edited publication which aims to give value to its customers, and is the only textile paper other than the American Wool and Cotton Reporter which we find at all engaged in genuine campaigns for subscribers. We meet the advertising solicitors of other textile papers everywhere, but excepting those of the Textile World Record we never meet subscription solicitors. The advertising rates of the Textile World Record seem to us very high as compared with the advertising rates of the American Wool and Cotton Reporter.

The American Wool and Cotton Reporter makes a contract with advertisers a condition of which is that our minimum circulation is not less than 500,000 per annum, and the advertiser is at liberty to examine our books through any agent he may select at any and all times during the life of the contract. If our circulation claim in this contract is not correct, we rebate the advertiser at the rate of \$8.25 per thousand; that is to say, if the advertiser takes a contract to the amount of \$1040 and finds we have printed and distributed but 300,000 papers during the year, we rebate to him the sum of \$1650, which gives him his advertising for nothing and \$610 in cash.

American Wool and Cotton Reporter**FRANK P. BENNETT & CO., Inc., Publishers****BOSTON NEW YORK PHILADELPHIA WASHINGTON**

BACKING UP DEALERS WITH A LIVE LOCAL IDEA.

BARSTOW STOVE COMPANY INJECTS
KEEN ACTIVITY INTO ITS SELLING
THROUGH COOKING LESSON PLAN
— NEWSPAPER ADVERTISING TO
FOLLOW UP.

Stove selling in the New England States is narrowed down to a question of which manufacturer can give the greatest amount of actual sales help. There is an association of stove manufacturers that limits the terms that may be given to dealers, eliminates quantity discounts and has fixed a minimum price at which stoves of a certain weight may be sold. The only latitude allowed is in the amount of advertising that may be done. So all the manufacturers start on an even footing and in the race for trade it is necessary to develop some sales scheme that will make the dealer sit up and take notice.

The Barstow Stove Company has been forging ahead because of the sales help it has been able to devise and because of the insistence of J. P. Barstow, Jr., that his salesmen present their advertising straight to the prospective customer before they talk about the merits of the stoves they sell.

All the New England stove manufacturers are large users of newspaper space. The claims anyone of them, make could be printed over the names of any other of the manufacturers. In order to inject the distinctive idea into the Barstow campaign, the high cost of living contest was largely exploited. This was hitched up to the dealers in this way. The Barstow Stove Company paid for the space which ran about 150 lines, triple column. The copy read that through the courtesy of the Barstow Stove Company a stove would be given away to the woman who could devise the best menu for a dinner for a

family of five for 50c. Each woman had to come to the store to obtain a blank on which to fill out her menu. The ads all specifically stated that there was no entrance fee and that there was no obligation to buy. All that was necessary was to call at the store of the dealer to obtain the blank.

Each one of these ads carried, in addition to the exploitation of the advertising contest, a "heart to heart" talk about the Barstow line. This contest awakened a great deal of interest throughout the New England States. It even got as far as the vaudeville shows in the various towns in which the contest ran and the monologists used it in their rapid-fire talks.

As good a sales idea and as successful as it was the educational qualification limited its possibilities and it was deemed wise to take up a new plan that would have more universal application. So this fall the sales idea hinges on the Barstow Free School of Domestic Science, and this campaign is said to have made a ten strike from the day of its inception. In seventy-five leading towns in New England the Barstow Free School of Domestic Science was extensively advertised, the scheme working out this way:

Every ad was headed, "Enroll

ENROLL YOUR NAME IN THE

BARSTOW FREE SCHOOL

DOMESTIC SCIENCE

Conducted by
Maudie Mae



LESSON No. 1

THE BARSTOW FREE SCHOOL OF DOMESTIC SCIENCE is a course of instruction in the art of cooking, and is designed to give the student a practical knowledge of the principles of domestic science. The course is divided into three parts: the first part is devoted to the study of the principles of domestic science, the second part is devoted to the study of the art of cooking, and the third part is devoted to the study of the art of housekeeping. The course is conducted by Maudie Mae, a practical housewife, and is designed to give the student a practical knowledge of the principles of domestic science. The course is divided into three parts: the first part is devoted to the study of the principles of domestic science, the second part is devoted to the study of the art of cooking, and the third part is devoted to the study of the art of housekeeping. The course is conducted by Maudie Mae, a practical housewife, and is designed to give the student a practical knowledge of the principles of domestic science.

THE FIRST NEWSPAPER AD PICTURED THE
DOMESTIC SCIENCE COURSE

your name in the Barstow Free School of Domestic Science," and made an appeal to the housewife to call at the store of the dealer so that she might receive a les-

son on cooking; how to entertain; what school lunches to serve to her children; what cuts of steak to buy and how to prepare them, and, in short, every possible phase that could be of interest to a housewife was touched upon.

The lessons were written by a graduate of the Teachers' College of Columbia University and New England women went eagerly to the stores of the various Barstow dealers to get these lessons. The lessons themselves are printed on a 6x9 sheet and on the reverse side is a good ad for the Barstow ranges and, of course, the dealer's name who distributes the lessons. Dealers whose allotment of lessons was two hundred and fifty at the start have, in a good many instances, doubled their orders. Here was a sales idea that made the advertising of the Barstow Stove Company directly with the store of the dealer in an interesting way. The dealer was quick to see the advantage of having a lot of women calling at his store each week and the Barstow Stove Company's salesmen closed many new accounts by showing their prospects just how great an advantage this scheme was.

Liberal space has been used in all the New England newspapers to exploit this proposition. The most interesting development of the Barstow advertising is the use made of it by the salesmen who call on new trade. In order to keep abreast of the times monthly meetings of the salesmen are called at which their experiences are gone over and new ideas constantly being developed.

Mr. Barstow instructs his representatives on the road that when they call on a man they should talk about like this:

Mr. Smith, I represent the Barstow Stove Company, but I do not want to talk Barstow Ranges at this time. I just want to show you what we are doing to help dealers to sell our goods and how much advertising we are doing to boost the line generally.

Let me show you a plan I have for bringing women to your store each week. Look at this Barstow School of Domestic Science. I bet your wife would want the lessons each week and so will every wife in your town. Don't you want to be the distributor of these

Wanted An Editor

Some advertising man who wants to get into business for himself can fill this job—and can share in the profits. The qualifications necessary are Brains to Edit a *Business Magazine*—the ability to meet and secure interviews from Big Business Men—the ability to secure live, helpful articles on all branches of Business, Selling, Advertising, Office Management, and, in fact, every phase of Business. The magazine is already established and has just been purchased by two very successful young men in the publishing business, an Advertising Manager and a Business Manager, who wants an *Editor* who is willing to invest from \$3,000 to \$5,000. The field for this magazine is unlimited. We can show the right man how a small investment will pay large dividends and also offer the right man a good salary.

S. T. C.

Care of J. M. Hopkins
12 West 31st St., New York

lessons and have the best trade in your town calling on you each week?

And so gradually the importance of the Barstow sales helps is drummed into the prospective dealer's mind so that in comparison with the co-operation he is receiving from his present connections he feels very much aggrieved and is in a very receptive attitude to the Barstow line.

Whenever there is a new dealer opening up a store his first thought is to get the Barstow co-



Lightens Labor—Saves Fuel

IF your range is a fuel eater; if it burns or scorches foods; if failures in your baking are frequent—it is time to change your old range for a new

BARSTOW Bay State Ranges

It will save fuel and lessen labor. It is equipped with the latest labor-saving devices, and offers unique improvements which place it away in advance of any other range.

The Simplicity Dampers, Swing Fire Top, Heat Indicator, Aluminum Plated Oven Rack, Oven Food Rake, Patent Sliding Tea Shelves, Simmering Cover and Sectional Range Covers are just a few of its very desirable features.

The even distribution of heat to all parts of the oven makes baking and roasting a process you can accomplish successfully all the time. There is no guesswork about it.

Come in and see the **BARSTOW RANGES**. They will satisfy your every desire.

BUCKLEY & SULLIVAN

Lawrence, Mass.

Lesson No. 5 will be ready for free distribution next Thursday. Call for it

NEWSPAPER COPY THAT PLAYS UP THE NAME OF THE DEALER

operation. This co-operation does not stop with newspaper advertising and cooking lessons. The Barstow Stove Company sends a trained young woman to the stores where their ranges are on sale to demonstrate the ranges in the window of the dealer.

Details were carefully watched. On examination it was found that the salesmen in the stores did not know all they ought to about the ranges, so a great big specification tag was devised and on the tag was printed all the features of the stove to which it was attached. These specification tags were made up to resemble pies, loaves of bread and pans of biscuits. On

the reverse side the price of the stove was printed.

All in all the Barstow campaign has been a success and is a good example of what close co-operation between the manufacturer and the dealer will do. It also shows how responsive the dealer is to live co-operation on the part of the manufacturer. One of the Barstow salesmen stated, "If with this sort of sales help we salesmen cannot sell ranges we ought to quit our jobs and go carrying the hod."

The dealer development work and the advertising has been under the direction of A. Liebes, of the Homer W. Hedge Agency. Though the Barstow Company has been doing business since 1823, it has been active as an advertiser only six years.

"ADVENTURE"—THE RIDGWAY COMPANY'S NEW MAGAZINE.

Dated November, 1910, comes a new magazine published by the Ridgway Company and called *Adventure*. In subject matter the new comer is an addition to the ranks of the magazines of lighter reading. In the announcement prefacing the initial number Mr. Ridgway says that it "is to be edited with the same care and concern as is *Everybody's Magazine*, but frankly made for the hours when the reader cannot work, or does not wish to, or is too weary to work."

In its advertising department it is mapping out a career along slightly different lines from those of the other magazines of its type. For the November and December issues it has accepted material for three cover-pages only. With the January number it will add a single form of sixteen pages which are to be purchasable only as full pages. The matter which they will contain is to be submitted to the same censorship as the advertising pages of *Everybody's*.

Two hundred and fifty thousand copies of the first number were put out.

A MEXICAN ADVERTISING JOURNAL.

El Anuncio is a new publication devoted to the art of advertising, which recently made its appearance in Mexico City, Mexico. Luis G. Muniz is the proprietor, and C. Galvan y Gonzalez is the editor. The journal is published in the interests of Mexican industries.

The *Republican*, a weekly newspaper devoted to the interests of the Republican party, has made its appearance on the newstands in New York City. It has eight pages.

THE FIVE M'S OF BUSINESS

MONEY, MACHINERY, MATERIALS,
MEN, MERCHANDISE—MEN THE
MOST DIFFICULT PROBLEM—DIS-
TRIBUTION DEMANDS ADVERTISING
— ADDRESS AT TOWN CRIERS'
CLUB, WATERLOO, IA.

By Hugh Chalmers.

President, Chalmers-Detroit Company,
Detroit.

The business man deals with five M's—money, materials, machinery, men and merchandise. It is not so hard to get money, materials and machinery. Each of these is a given quantity, and with each and all of them a given result can be accomplished.

The big thing is to get *men*.

Men are not of such certain quantities as money, materials and machinery. A machine will do a known quantity of work in a known time. A man will do such work as he is willing and capable of doing. Men, then, are the most important factors in the conduct of any business.

Our manufacturing methods were crude in the beginning. The market was ready and we strived constantly for greater perfection. Nowadays the great question is one of *distribution*, the getting of things from where they are to where they ought to be.

The two greatest factors in distribution are salesmanship and advertising.

It is useless for cities or for business men to say they do not believe in advertising. Every one is an advertiser whether he wants to be or not. Our manners, our clothes, our appearance, our speech, everything that we do or say advertise us and we cannot deny it.

Since you have to advertise, why not do it right? Advertising is nothing but teaching people to believe in you and your goods.

You, for instance, are trying to teach people to believe in your city.

The most important feature of all is to have some one whose business it is to attend to the advertising of your city. This is an

age of publicity, and unless you keep after the people all the time they soon forget you. You have got to keep everlastingly at it, because the business of this community in all of its transactions is like a kaleidoscopic view, we see things for a moment and then they pass away.

I often use the word "booster," although it is perhaps not an elegant term, but I have seen good action come from the work of "boosters." A "booster" is a man who does all the good he can to all the people he can as well as he can, and then trusts the rest to God. A "knocker" is defined as "a thing that hangs on the outside of a door."

WILLIAM ALLEN WHITE UPON GOOD ADVERTISING.

In a recent issue of his *Emporia (Kan.) Gazette*, William Allen White made the following characteristic remarks about advertising:

"A firm in Boston is spending vast sums advertising a new brand of coffee. The advertisements, which appear in large newspapers all over the country, are printed in black type of a moderate size, displayed enough to attract attention. Here is one of the announcements:

"Call it super-flavor. Explain it this way. All coffee has a certain taste in common, that everybody knows. What is it that distinguishes fine coffee from poor coffee? It's a richness, a smoothness, a certain something that goes straight to the spot—hard to describe, but easy to recognize in our coffee."

"The Junk Editor considers this good advertising, because it is well written, and presents an argument in a few words, and makes a modest claim. The advertisement suggests that the coffee in question has a superior flavor, and suggests it in a way that arouses the reader's interest, and the chances are that he will want to try that coffee."

"The publication from which this advertisement was clipped had the advertisement of another coffee house—a long, wordy article, pointing out that the company has its own coffee plantations, and does its own importing and grinding. Nobody cares a whoop whether the company has its own plantations or steals its coffee at the dark of the moon. The short advertisement that sticks to the point is the one that makes an impression upon the reader."

R. M. Nicholson has left the Dr. David Roberts Veterinary Company, Waukesha, Wis., to become advertising manager for the Appleton Manufacturing Company, at Batavia, Ill.

We venture to say that no city man's magazine and no other farm paper can present for any one issue so strong an array of acknowledged authorities as is represented by the following partial list of the principal contributors to the November issue of *Successful Farming*:

There is a big special article on "The Rational Feeding of Live Stock" by **Prof. W. A. Henry**, ex-dean of the Wisconsin College of Agriculture.

Honorable F. D. Coburn, secretary Kansas State Board of Agriculture, will have a special article on "Clover."

J. S. Cook, Iowa's greatest hog producer, will furnish an article entitled "Money in Raising Hogs on a Large Scale."

Prof. Thomas H. MacDonald, Iowa Highway Commissioner, will have an article on "Road Building."

Miss Neal S. Knowles, head of Department of Domestic Science College Extension Work, Iowa State Agricultural College, will furnish an article on "Home and Community Improvement."

"Organized Road Work," the story of **Prentiss Ranson**, Road Builder, will appear in this issue.

Miss Jessie Field, County

Superintendent of Schools, Page County, Iowa, who has made a special study of the country school problem, will write on "Our New Education."

Rev. Henry M. Rogers, a country preacher of Indiana, will furnish the second of a series of articles on the "Country Church and Its Problems."

D. F. Yocum, President of the Frisco System, who has contributed several articles for the Saturday Evening Post, has written on "The Power and Economic Importance of the Farmer."

Prof. H. R. Smith, of the Nebraska Experiment Station, writes on "Feeding Corn to the Farm Animals."

A rattling good story, "Butchering by Bulletin," by **George Oldham Paisley**, will appear in the Home Department.

The second installment of "Hunting and Trapping," by **George J. Thiessen**, Trapper, Author and Writer, appears in this issue.

Remember these are only the special articles in addition to our regular departments covering every phase of farm work, edited by the most capable experts in the world and supplemented by scores of short communications from actual farmers, who tell of their own experience and successes in various phases of the farming business. The October issue carried a total of 135 complete articles in addition to short paragraphs scattered throughout the magazine.

Is there any reason why families who read this kind of a farm paper should not buy your products? Write to us for the facts as applied to your business.

Successful Farming

E. T. MEREDITH, Publisher

Give Your Country Trade a Square Deal

Are you getting all of the co-operation you would like to have out of the dealers who sell to farmers? If you are, you deserve to be congratulated. If you are not **there is a definite reason for it.** In nine cases out of ten the principal reason that you do not get the co-operation of these dealers who sell to farmers is the fact that you do not give them the same co-operation that you give to your big dealers who sell to city people.

Be Fair to the Man Who Sells Your Goods to the Farmer

The very success of your advertising campaign in magazines and street cars and newspapers to reach the city people ought to lead you to inaugurate the same kind of a campaign in farm papers to reach the farmer.

You had to reach the city dealers' trade with your advertising before you could get his co-operation. Treat the dealer who sells to the farmers the same way. **Reach his farm trade through the farm papers.**

If you want to know what percentage of the farmers in Successful Farming's territory, "THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY" are users of your products or of similar products. **We can tell you.**

If you want to know what part of the entire trade of dealers in towns of 10,000 and under comes from farmers and what kind of merchandise the farmer buys, write to us. **We can tell you.**

If you want to get the co-operation of the dealer who sells to the farmer, write to us. **We can tell you how to do it.**

MORE THAN

400,000



**CIRCULATION
GUARANTEED**

Successful Farming

DES MOINES, IOWA

SELLING FORTY PER CENT MORE PAPER BY CON- SUMER WORK.

JOBGING SLUGGISHNESS OVERCOME
BY LIVE CAMPAIGNING TO CON-
SUMERS OF PAPER—BOOK OF SUG-
GESTIONS—HOW PRIVATE BRANDS
WERE FINALLY CONVERTED.

It doesn't seem to matter what the line of goods sold—if it is distributed through jobbers there is a constant "problem" over sluggish movement of sales. Whether the "consumer" is the average American housewife or the printer or advertising manager, and whether the goods are technical or popular, sales seem invariably boosted the instant such consumer is directly worked upon.

One would not imagine that the paper business would be affected by the same principles operating in the merchandising of soap or textiles. Yet the Beckett Paper Company, Chicago, has increased its business forty per cent within a year as a result of ceasing complete dependence upon the sluggish jobber way of distribution and working direct upon paper consumers.

The increase has not come by a switching of orders that would have gone to another paper company. If this were so the jobbers would not have fallen so readily into line with strong co-operation with the Beckett Company. The orders that enter into this forty per cent have come from consumers who would not have used cover stock in the way they did had not the Beckett Company developed the proposition so peculiarly.

The particular direction which this campaign took was not decided all in a minute. The president of the company, T. Beckett, disliked seeing the machine which manufactured the paper stock standing idle most of the time. While advertising may have vaguely been in his mind as the remedy the precise methods of bringing about more orders were not worked out until some time after the matter had been placed

in the hands of the C. A. MacFarlane Advertising Service, Chicago. With the president of the company, Mr. MacFarlane analyzed the market and tried to determine its possible demand. It appeared certain that no particular benefit could be derived from a mere strengthening of old efforts to create demand. It was equally apparent that the jobbers would interpose objections if the company went into the field aiming to get a larger share of the staple demand.

Who were the consumers? The printers?

Yes, unless the man who gave the printer an order should tag it with a particular request that Buckeye covers be used. So long had the really ultimate consumer left such a detail as the kind of cover stock to be used in a "job" to the printer, the latter, with the jobber, had come to deem it his prerogative, descended from ancient days, to make a choice of the stock to be used.

To deprive the printer and the jobber of their old-time privilege of making this choice of stock and of determining which mill ultimately should have the order for the paper would be a hazardous proceeding, unless their business could be increased by such a taking away.

That was the nub of the proposition. How could the Beckett Paper Company create new trade—trade that the printer and the jobber would never have unless it were for the Beckett Company's efforts?

A survey of possibilities made it plain to Mr. MacFarlane that the best way to create this new demand would be by compiling a list of probable users and then centering upon them a fire of pamphlets, folders, demonstration samples and other exhibits, in carefully planned order. New orders must come from business concerns which were in the field with a keen desire to create new consumption along untried lines.

Accordingly from Dun's a list of 22,000 concerns, rated \$10,000 or over was made. The territory embraced was cast of the Mis-

souri and north of the Ohio eastwards to the Coast. A careful "boiling down" of the first names selected in New York gave a list of 6,006 names; in Chicago 3,000 names.

Each of the series of mailing pieces was of course printed upon Buckeye stock; each therefore acted not only as a direct advertisement of the Beckett Paper Company cover paper but also was an exhibit to the prospect of new uses to which cover stock, ingeniously adapted, could be advantageously put.

The first piece was 11x14 inches in measurement. The cover was Brown Buckeye stock and the fourth page insert, stapled to the cover, was made of India Tint Buckeye Cover. Upon this exhibit stock, the Beckett company told its introductory story. Facing the inside front cover, pasted to the front page of the insert, was a form letter addressed to "Mr. Progressive Business Man," making plain that the "aim in sending these suggestions was to place Buckeye Cover before you, not simply as 'clothing' for your booklets, catalogues, etc., but as an advertising medium that can be utilized profitably in a great variety of ways."

Clearly the Beckett company thus committed itself to the difficult task of instructing experts about pioneer business building methods that had missed their earnest search. But the Beckett company believed that it knew the possibilities of cover stock and that the consumer did not fully.

The next page was a straight selling talk about Buckeye Cover. Followed the announcement of a "Buckeye Suggestion Box," which was described as being filled with hints on the use of cover stock for effective advertising. An attached post card *unstamped* would, if mailed, bring this box.

Number three of the series of mailing pieces proved to be the banner order getter, somewhat to the surprise even of Mr. MacFarlane. It was a booklet entitled, "Buckeye Suggestions."



The month of October 1910 was the biggest month in the history of



from an advertising standpoint.

More space, greater variety and, if any thing, a better class of copy than in any previous month.

Never mind the figures; every well informed advertising man knows that GRIT has made some big records in the past, and many of them know why, from personal experience.

Topping all past records in space, means that GRIT's record as a result producer is likewise on the increase.

GRIT has been "discovered" by any number of general advertisers who have found that it opens up splendid territory unreached by either their specific daily newspaper campaigns or their supplementary "national" magazine work. It goes into the small cities, towns and villages; 13,000 of them, a *quarter of a million copies each week.*

60 Cents an agate line—yet

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

The first two pages argued the use of Buckeye earnestly, but after that the pages were devoted strictly to suggestions on how cover stock in general could be used in a variety of ways to create new business. There was a suggestion about an "Outlook" letter-circular, a combination of a circular and business letter, self addressing; about an automatic reply folder, which saved orders by giving the recipient ready at hand an almost effortless manner of replying; about order-blank blotters, box folders, etc., etc. While each of these wrinkles were dubbed "Buckeye Box Folder" or "Buckeye Automatic Reply Folder," etc., direct appeal to use Buckeye stock was absent. The recipient was at liberty to pass the order on to his printer for any of the suggestions made and the latter could use such stock as he wished. The booklet was cleverly observant of business psychology by leaving the question of whether Buckeye stock should be used or not entirely to the sense of fairness; it put the kind of stock to be used "up to" the sportsmanship of the consumer.

That this suggestion booklet was out-distancing all the other pieces of the series became speedily evident; although the Buckeye stock was sold as always through the jobber, the manufacturer could measure the pulling power of "Buckeye Suggestions" by the orders that came through for the peculiar kinds of stock which a fulfillment of any of those suggestions required.

In order to ease the "friction" upon Buckeye stock, in its course through the jobbing house and the print shop, the jobbers and the printers were mailed each piece of literature as it came out.

The slight objection of the jobbers was finally overcome. Many of the paper jobbing houses had been selling Buckeye stock (made only by the Beckett Company) to consumers under private brand names. How could these names be linked to Buckeye? Identification would have to be

made if the advertising were to give its greatest returns.

On each piece of literature the jobbers handling Buckeye were listed. If a jobber was selling Buckeye under a private brand name, this private brand name was printed in parenthesis after the jobber's name, and an asterisk, leading the eye to the foot of the table, informed the reader that this was the same as Buckeye. Therefore a consumer could order "Dundee" Cover from the Peters Paper Company of Denver, and be sure that he was getting Buckeye just the same.

But after a few months of the campaign, orders for Buckeye came in so fast that the jobbers consented to drop the private brand names, when those names were aliases of Buckeye.

The regulation sample books found their way into the hands of the larger concerns. A miscellaneous set of mailing pieces was devised for following up special "leads." These placed the product of the Beckett Paper Company before the consumer and at the same time demonstrated how the concern which received them could likewise use them to effect. For instance one folder combined the address with other words into a query thus:

DOES

Mr. William F. Frazier,
223 Grand Boulevard,
Chicago, Ill.,

Want to Make Money?

This query-address led the examiner into a proposition looking to the use of Buckeye and at the same time demonstrated how he could use the scheme of enclosed blotter order-blanks to good effect.

Periodicals used have been *System*, *Printing Art Sample Book*, *Inland Printer*, and **PRINTERS' INK**.

The Wingo-Baldwin Company, of Atlanta, Ga., is the name of a new advertising agency. J. A. Wingo has been active in publicity work at Atlanta for several years. W. F. Baldwin, formerly of Chicago and New York, is said to be well informed on wholesale and manufacturing publicity problems.

\$200,000,000

are spent each year by the textile mills for Machinery, Equipment and Supplies (not including raw materials).

Approximately \$170,000,-000 of this total are spent by the *subscriber-readers* of
the—

*Facts
About
The
Textile
World
Record*

Textile World Record

This is the oldest and most influential journal in the Textile Field. It is devoted to the *manufacturing* end of the business and carries the largest volume of Machinery, Equipment and Supply advertising. Nearly one-half of its 400 advertisers use no other periodical to cover the Textile Field!

The Textile World Record is read by mill officials, managers, superintendents and foremen—the men who purchase the Machinery, Equipment and Supplies, and the men who influence the orders.

The Textile World Record's circulation is guaranteed. It has recently been examined by the Association of American Advertisers. Your investigation will be welcomed.

TEXTILE WORLD RECORD

LORD & NAGLE COMPANY, *Publishers*
144 Congress Street -- -- Boston, Mass.

*The
Publication
That
Covers
The
Textile
Mill
Trade*

ORANGE JUDD COMPANY BUYS MINNESOTA AND DAKOTA FARMER

Published at Brookings, South Dakota, for the States Pictured Below, to be Known Hereafter as



To Be Published as a Weekly After January 1, 1911

To Get the Northwest's Trade ADVERTISE IN THE ORANGE JUDD NORTHWEST FARMSTEAD

That is the only way to most efficiently get your share of the vast trade of the growing Northwest. The future of that marvelous section is grasped by but few. Its future can best be judged by its past. Even greater will be its development during the present decade. Such is the conclusion of our president and

editor-in-chief, Mr. Herbert Myrick, which he has arrived at only after careful, elaborate investigation through the ORANGE JUDD WEEKLIES' census bureau and crop-reporting service. His unerring judgment of agricultural economics has been conclusively verified for years. President Myrick lays down

Three Overwhelming Facts About the Northwest

1. The number of farms in these eight Northwestern states INCREASED nearly seventy per cent during the past ten years. This increase in the number of Northwestern farms equals the total number of farms in the Empire State of New York.

2. The value of Northwestern farms has doubled in 10 years. By 1920 farm values in these states will aggregate \$6,000,000,000! 3. The farm products of the Northwest for this year are worth \$1,250,000,000, or three times as much as ten years ago.

What This Means to Manufacturers and Dealers

Here is an empire of wealth to be exploited in the Northwest. It still require quantities of

Still more: Northwestern farmers want the best of everything. They have the money to pay for it. They are logical customers, and if you go to them in the right way

INCREASED nearly seventy per cent during the past ten years. This ten years' increase in the number of Northwestern farms equals the total number of farms in the Empire State of New York.

What This Means to Manufacturers and Dealers

Here is an empire of wealth to be exploited in the Northwest. Its 600,000 farms and rural homes still require quantities of machinery, apparatus, farm and family supplies to equip them up to the present standard of farming. The 200,000 farms which will be created the next few years will constitute an entirely new market for everything used on farms and in rural families.

4-ORANGE JUDD WEEKLIES-4

425,000 Circulation EVERY WEEK



THE STANDARD FARM PAPER OF THE NORTHWEST

Covers Minnesota, North Dakota, South Dakota, Wyoming, Montana, Idaho, Washington, Oregon



THE STANDARD FARM WEEKLY OF THE CENTRAL WEST AND SOUTHWEST

Covers Wisconsin, Michigan, Indiana, Illinois, Iowa, Nebraska, Kansas, Missouri and the Southwest



THE STANDARD FARM WEEKLY OF THE MIDDLE AND SOUTHEASTERN STATES

Covers Ohio, Pennsylvania, New York, New Jersey, Delaware, Maryland and the Southeast



THE STANDARD FARM PAPER OF THE NEW ENGLAND STATES

Covers Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Until January 1, 1911

THE Minnesota and Dakota Farmer, now known as the NORTHWEST FARMSTEAD, will be continued as a semi-monthly, issued on the 10th and 25th of the month, forms closing in Brookings 10 days in advance of issue. The size: Column length 14 inches, four columns to a page, each page containing 784 agate lines. Advertisers will be allowed to use space at the old and nominal rate of only 20 cents per line flat up to and including the December 25th issue. No contracts will be accepted for advertising at this rate after December 25th issue.

Hdqtrs: 439 Lafayette St., New York City
Brookings, So. Dakota, Minneapolis, Minn.

After January 1, 1911

THE NORTHWEST FARMSTEAD will be a weekly. It will have a guaranteed circulation of 100,000 copies confined to the northwest. It will then become one of the ORANGE JUDD WEEKLIES, and its space will be sold in combination with those WEEKLIES. Its advertising rate alone will be 45 cents a line flat. Advertisers using space in two or more of ORANGE JUDD WEEKLIES the same week will be given a discount from the individual rates of each edition. Detailed advertising rates and circulation maps will be issued as of December 1st.

Hdqtrs: 439 Lafayette St., New York City
Brookings, So. Dakota, Minneapolis, Minn.

Advertising Policy

THE same square deal advertising policy which has been so important a factor in upbuilding the advertising patronage of ORANGE JUDD WEEKLIES will be in force on NORTHWEST FARMSTEAD from now on. Our censorship of advertising in NORTHWEST FARMSTEAD will be as rigid as in ORANGE JUDD WEEKLIES, thus insuring advertisers cleanly columns, and the confidence of our readers. The entire resources and facilities of the mammoth organization of Orange Judd Company will be behind the NORTHWEST FARMSTEAD.

1209 People's Gas Building, Chicago, Ill.
1-57 Worthington Street, Springfield, Mass.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

TRADE PAPER ADVERTISING THAT "SHOWS SOMETHING."

WONALANCET COMPANY, MAKING CARDED COTTON, FORSAKES THE UNINTERESTING "CARD" ADVERTISEMENT FOR DISPLAY—SHOWING THE GOODS CREDITED WITH 150 PER CENT INCREASE IN THREE SEASONS—JUMP OF 45 TO 150 MILLS ON THE ACCOUNT BOOKS—EFFECTIVE BOOKLET PUBLICITY.

By M. B. Mitchell.

The Wonalancet Company, of Nashua, N. H., believes that it can trace an increase of one hundred and fifty per cent in its business to textile trade paper advertising that has "shown the goods." The history of this increase and the history of the success of the firm is proved by the firm's own analysis to have corresponded absolutely to its change in advertising policy.

The Wonalancet Company was incorporated in 1905. Henry H. Blount, the treasurer and general manager, began almost at the very beginning to advertise. But the advertising was of the old school, consisting of drier-than-dust, spineless, uninteresting "cards" made up of type faces and set borders. It found its place in the textile trade journals with scores of others of the same kind, all of them making a bid for the business of Jones and Smith and Brown and expecting, probably, that they were to be the chosen ones because their name sounded better than the other fellows'—at least, there was really nothing more to guide the prospective purchaser than that. This was the kind of advertising the Wonalancet Company did for three years, until, as Mr. Blount explains it, the company got tired of "waiting to be singled out because a purchaser might like the way Wonalancet sounded in his ears."

"I was simply eye-weary of reading the same old series of graven tomb-stones in every issue," said Mr. Blount. "There were those cards scores of them,

some never changed for years, and here were we waiting for business to be pulled from our own advertisement that wasn't a whit different from the others. I decided that an experiment couldn't do harm anyway and I figured there really was a chance of telling our buying public, who are the woolen mill owners, some things they didn't know about carded cotton; and if they would read what we had to tell them, I was positive that it would mean more business for us."

The idea for this educational form of advertising Mr. Blount found in the fact that it is generally recognized in the trade that

**Wonalancet
Carded
Cotton**
for
Woolen Mills

Q It is not every woolen mill that cares to use carded cotton up to WONALANCET standard.

Q We are supplying one hundred and fifteen that do care.

Q And we're building a model plant that can take care of as many more.

Q Be progressive—profit by our specialized service on white carded quality cotton for wool mixes.

Wonalancet Company
Nashua, New Hamp.

there are practically no so-called woollens which do not contain some cotton; they are better, stronger and more durable for containing it, the public's idea to the contrary notwithstanding. This being the case, the determination was to show how Wonalancet carded cotton might be used to gain novel and durable effects in weaves. The pictorial illustration was found in the display of pictures of the finest imported woollens. These were shown through the medium of the finest half-tones that could be

made, the weave itself being shown and silhouetted into the outlines of women's skirts, gowns, and coats. Interesting effects were further gained, in some instances, by the illustration of living figures draped with the woollens, and the weaves were again used well as borders for the ads.

Combined with this display, each ad contained a short, snappy quality talk about Wonalancet carded cotton and the beauty of weaves in which it was used. It was so calculated as to be a good, strong selling argument.

THE EFFECT ON THE TRADE.

So far as is known, the Wonalancet Company was the first in its line to make this significant change in its ideals of advertising. The effect on the readers of the textile journals is claimed to have been almost magical. Always being on the lookout for new weaves, the ads could not but surely win their attention and textile men everywhere were soon talking about it.

Says Mr. Blount about this feature: "For three seasons not one of our selling force has ever been in a mill office but what the conversation has turned to advertising and then to our own. One man said to our salesman the other day: 'I'm not interested in cotton at all this season, but if I were I'd give you a chance to figure simply for the sake of your advertising.'"

The trade papers that have been used for this new form of textile advertising have been the *American Wool and Cotton Reporter*, the *Textile Manufacturers' Journal*, the *Commercial Bulletin* and the *Textile World Record*, the first three being weeklies and the last a monthly.

The results that have been achieved reveal good reason why the Wonalancet Company should be enthusiastic about its change in advertising policy.

"We have never found a satisfactory way," explained Mr. Blount in speaking of results, "of keying any of our display advertising from the very nature of the

product sold, which fluctuates quickly in price with the passing hour and for various other reasons which need not be entered into at this time but which have proved correct in our work so far.

"For this reason, it is difficult to explain just what the results have been. But, whereas in June, 1908, when we began this new display advertising, we had approximately forty-five mills on our books, we now have upwards of 150.

"This is, of course, not all due to our advertising, much of it came from indirect recommendation from our customers to their



Location Counts

- Q Woolen is the largest tailored garment in New England. Does everyone are made in every part of the United States.
- Q Wonalancet Carded Cotton for Woolen Mills is made in England. This Company has its own mill.
- Q Does promptness appeal to you?
- Q We're at the other end of two telegrams, one and run a night and day telegraph. Let us know.

Wonalancet Company
Carded Cotton for Woolen Mills
NASHUA, NEW HAMPSHIRE

friends. I place this 'underground' advertising, as I call it, which is, of course, the best we can ask for, as responsible for 50 per cent of our increase. But the balance, another 150 per cent approximately, may be accounted for by the good introduction which trade paper display advertising has given us during the last two years, and to our selling force.

"Our production in 1905 was on this basis of 2,500 pounds a day. Our production to-day is 10,000 pounds a day. Formerly we were in a leased building. Since then we have moved into our own

plant, which we are told is a model one and where we are situated at the junction of some eight diverging railroad branches.

"Formerly our selling was confined to very narrow confines. To-day I am very happy to say we ship to the Pacific Coast, to Canada and as far south into the land of cotton as Tennessee."

It should be mentioned also that the Wonalancet Company has not stinted in following up its advertising. It has been adopted as its policy along this line that only the best was of any use. The aim has been to make the booklets and other matter sent out representative of the best printing art, clever in text matter, printed on good stock, and well-bound. One that is deemed unique contained the following on its cover and fly-leaf: "What Experts Have to Say About Cotton. Submitted for your approval by the Wonalancet Company, Nashua, N. H." The booklet contained thirty-two blank pages. Those to whom it was sent saw the joke

and laughed. Then they proceeded to fool their friends by showing them "the clever booklet they had received," which all helped the publicity.

WHY NOT SUGAR IN CARTONS?

SAN FRANCISCO, Oct. 17, 1910.

Editor of PRINTERS' INK:

I read with interest your imaginary campaign for advertising freight service; and the amount of advertising that has already resulted from it must certainly be an eye-opener.

I have a suggestion for a possible advertising campaign and would like to hear what some of you leaders in the business think of it.

My plan is for the Sugar Trust or some of the independent companies to put up granulated sugar in cartons, say five, ten and fifteen pounds to a carton, give their sugar a copyrighted or trade-marked name and advertise it. The weight would be guaranteed. Think of what a mass of petty thievery that would banish.

The quality would be factory-guaranteed. Think of what satisfaction that would be in communities where the sanding of sugar is still one of the commercial arts.

With best wishes for your esteemed journal, which is my post-graduate course in practical advertising, I beg to remain,

A. A. E.

Several of the best known mail order houses and general advertisers of the highest standing—in their advertising campaigns—are continuously using the

Rock Island Employees' Magazine

Railway employees of the middle west are a prosperous home-owning class of men who buy liberally of everything needed by the average American family.

Forty thousand of these buyers are reached by the Rock Island Employees' Magazine, and in the aggregate their salaries foot up to the sizeable sum of 30 millions of dollars annually.

Strict rules prohibit the use in our pages of any forms of objectionable advertising.

These are some of the general advertisers now using our publication:

Kalamazoo Stove Company
Hartman Furniture and Carpet Company
Victor Typewriter Company
L. C. Smith & Bros. Typewriter Company
P. S. Webster, Office Supplies
Pett & Lambert, Varnishes
Model Shirt Company
Bon Ami Company
Standard Oil Co., Oil Stoves and Lamps
Elliott-Fisher Company

International Correspondence Schools
School of Railway Signalling (correspondence)
W. M. Fluck & Company, Overalls
Larned Carter & Company, Overalls
Continental Casualty Company
Standard Accident Insurance Company
Hamilton Watch Company
Waltham Watch Company
Weiss C. Ball Watch Company
South Bend Watch Company

Every Advertiser, in justice to himself, should investigate the field presented by this Magazine and the high purchasing power of its readers.

Rock Island Employees' Magazine

H. E. Reisman, Managing Editor

La Salle Street Station, Chicago

Moving Pictures

as an

Advertising Medium!

the latest field in specialized publicity,—already attested to with enthusiasm by scores of successful advertisers.

**"LIVE,"
FORCEFUL,
MODERATE
IN COST.**

Write us today, and let us show you the adaptability of this most effective form of publicity to the requirements of your particular business.

We are specialists.

**The American
Film Mfg. Co.**

Bank Floor, Ashland Block
CHICAGO, ILL.

LANDING NEW DEALERS BY THE FOLDER METHOD.

JOBBER ANTAGONISM AND DEALER PROBLEMS MAKE SITUATIONS CALLING FOR DIRECT CAMPAIGNING—WHAT A FOLDER MUST BE TO GET RESULTS.

By George Ethridge.

If you were appointed sales manager for a new line of jewelry or harness or vacuum cleaners or automobile supplies, or any new specialty that had to be sold through dealers, how would you go to work to secure the largest possible number of dealers at the lowest possible cost, in the shortest possible time?

This problem, in one aspect or another, confronts every manufacturer or sales manager of a new article or a specialty not nationally known.

In the endeavor to solve this problem, many years ago the jobber stepped into the plan of distribution, and it is largely owing to his usefulness in this respect that he still survives.

Every once in a while sales managers and manufacturers get together in their trade organizations and resolve to amputate the jobber, to throw him out bodily from the distribution scheme, and to do away with him forever as an interloper, incubus, and so on.

But up looms the dealer problem presently, and Mr. Jobber is retained and his 10 or 15 per cent tacked on to the selling cost simply because he secures the dealers and effects distribution in a shorter period of time than the manufacturer could do it himself.

The average manufacturer and sales manager fully believe that the jobber, by means of his localized sales force and existing connections, can secure dealers at a less cost and in a shorter time than they can do it themselves.

Certain actual happenings, however, have put quite a dent in this accepted belief. The automobile industry brought up conditions for which there was no established precedent. To meet these conditions new plans had to be devised,

and new schemes tried out with the result that many valuable kinks in securing dealers have been learned, and many old theories disproved.

It is only recently that some very able sales managers have learned that dealers can be secured and distribution effected, entirely regardless of the jobber, in much less time and at a much less cost than if his offices were employed.

A manufacturer of windshields recently secured by mail over six hundred dealers within ninety days at a cost of about three dollars each.

An automobile manufacturer secured by mail four hundred applications for agencies at a cost of less than ten dollars each, whereas his previous agencies had cost him not less than a hundred dollars and in some instances five hundred dollars each.

Manufacturers of tires, horns, shock absorbers, lubricators, and various automobile accessories and supplies have been successful in securing dealers at a very low cost without the aid of the jobber or traveling salesman, and manufacturers in other industries would do well to carefully consider the potency of the successful plan employed.

This plan is new only in its elaboration and development from the old mailing-card idea which had its vogue some fifteen years since.

This modern plan, which has shown surprising results in many instances, is what we shall call, for want of a better name, a scientific folder campaign. It is as different from the old-time mailing-card campaign as a modern traveling salesman is different from the old-time "drummer," or a six-cylinder 60-horse power automobile from the one-lung chug wagon of 1896.

The scientific folder campaign is based on the idea that a really first-class brand of salesmanship-in-print is exceedingly rare, and that it cannot fail to sell goods any more than a really first-class salesman in any line of business can fail to sell goods.

The first difference between a



THE DENVER TIMES

To most advertisers Denver is an interesting field. The policy and development of the TIMES under the new ownership and management has been closely watched by many.

THE DENVER TIMES puts out each month a sworn detailed circulation statement. July, August and September are in the files of advertisers' and agents.

THE SEPTEMBER FIGURES WERE; AVERAGE FOR MONTH, 25,356.

In the city: 14,733; outside city, 10,623. October statement will be in your hands in a few days. Read it and preserve it.

The newspaper readers of Denver are showing their approval of the clean unprejudiced policy of the TIMES. Local advertisers, quick to feel the public pulse, have followed this endorsement.

General advertisers in all parts of the country, keep your eyes on the DENVER TIMES.

Complete and up-to-date information yours any minute.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

modern folder campaign and an old-time "Mailing Series" is that the former costs five or six times as much as the latter, and for that very reason does ten or twelve or twenty times more work.

The factor of cost is brought up as showing that only the best can be relied on to do difficult work. As a matter of fact, the modern folder campaign bears no relation worth mentioning to the crude mailing-card idea of which it is the outgrowth only in a physical way.

The first essential in a modern folder campaign is copy of the highest order. Nothing short of hundred per cent copy can hope to sell goods by mail, and for this reason copy might be called the chief requisite in a campaign of this kind.

As much as five hundred dollars has been paid for ten pieces of copy for a folder campaign besides the expenses of the copy man to the factory for the purpose of acquainting himself thoroughly with the goods.

After copy there comes the physical layout of the campaign, and here the artist has a chance to show his talent in grasping the vital points of the copy and showing them up not only in an artistic manner but in a gripping, vital, attention-compelling manner.

In the modern folder campaign each piece of matter must be not only attractive in appearance, but it must carry on its surface some definite phrase picture or thought that will compel its being opened and read. The caricature will not do. The primitive or the obvious or the hackneyed will not do. The artist must either dig into the copy himself for inspiration and enthusiasm or the copy man must suggest such treatment as in his opinion will save the stuff from the waste basket and insure its being interestingly read.

The printer also has to use his best skill and ingenuity in combining paper, type display and color schemes, so that the finished piece of matter will meet with respect and consideration.

Such a campaign as here out-

lined may cost two to three thousand dollars. Each piece of matter sent out will cost not less than five cents, and may run up to ten cents in case of a small mailing list. Usually the campaign is operated in two or three states at a time, a list of possible dealers being carefully chosen in advance with regard to their rating or other special qualifications for the handling of the goods.

The advertiser makes up his mind to spend thirty to fifty cents on each dealer in setting forth the merits of the goods and talking to him in such a unique, forceful and appealing way that his language will be felt. The complete campaign is divided up into six, eight or ten chapters, depending on the character of the goods, a chapter being mailed every week, each piece of matter supplementing the previous one by continuous argument and cumulative presentation in much the same way as a skilled specialty salesman would endeavor personally to introduce the goods.

The entire campaign is carefully mapped out in advance and moulded along the most intelligent lines of salesmanship. Each piece sets forth some specific advantage to be gained by the dealer as a result of handling the goods, and the whole series is so linked together, so scientifically and so attractively presented, that the dealer will be gently but firmly led up to the crisis where he attaches his signature to an introductory order on receipt of the last piece, if not before.

The modern folder campaign is as successful in securing dealers as the modern magazine or newspaper campaign is successful in creating consumer demand. Every element of chance has been eliminated from its calculations, and as a forceful presentation of convincing arguments it is as nearly absolute and scientific as any kind of salesmanship can be. It is based on the law of average, and starts out with the premise that out of every hundred dealers in any line of business at least ten can be induced to take on any article properly presented. Making allowance for the absence of the

personal element, it comes pretty near being the best salesman that a manufacturer or a sales manager can employ.

Ordinarily, if a manufacturer adds three hundred good dealers to his list in the course of a year he considers himself fortunate, and he doesn't object if the cost runs up into two or three thousand dollars for salaries and a like amount for expenses of the man who gains the increase.

He can do it in sixty to ninety days by means of a modern folder campaign at very much less than half the cost, and a good many of him are just now seriously considering whether ten thousand dollars a year to be appropriated for dealer advertising of this kind isn't one of the most profitable propositions he can entertain.

A modern folder campaign is the very essence of good salesmanship. It has to be. It is only by its superiority that it can hope to win, and a man had better not go into it until he understands that the chief elements in its success are not paper and ink, but first-class salesmanship, and a keen knowledge of business put into just the right shape to produce certain definite results.

Will a manufacturer or sales manager be willing to pay ten dollars apiece for new dealers to handle his goods? Ask him. Tell him you can deliver him a hundred or so every month for five dollars apiece, and see if he doesn't take you out to lunch and pump you dry finding out how.

The modern folder campaign of salesmanship is a mighty important factor in the advertising world just now, and one great thing in its favor is that its seeming expensiveness at the start will prevent it from becoming commonplace for quite some time.

It isn't every manufacturer who is wise enough to figure out that paying a thousand dollars for brains is cheaper than paying five hundred dollars for beef that a good many are willing to be shown, and to such the scientific folder campaign becomes a permanent part of their operations after they once try it.



THE BIRMINGHAM LEDGER

LEADING NEWSPAPER OF ALABAMA

At the head of its editorial columns on October 24, 1910, appeared the following:

Statement of Circulation

"The average circulation of *The Birmingham Ledger* for the first nine months of 1910 was

22,734

"The average circulation of *The Birmingham Ledger* for the month of September, 1910, was

22,553

"The *Birmingham Ledger* has a larger bona fide circulation than any other Birmingham or Alabama newspaper, morning or afternoon.

Guarantee

"The *Birmingham Ledger* has a larger average circulation for the first nine months of 1910 than any other Birmingham or Alabama newspaper—morning or afternoon.

"The *Birmingham Ledger* has at least 5 per cent larger average circulation for the first nine months of 1910 than any other Birmingham or Alabama newspaper, morning or afternoon.

"The *Birmingham Ledger* will distribute \$1,000 among the charities of Birmingham if any Birmingham or Alabama newspaper can successfully prove to have within 5 per cent as large an average circulation as *The Ledger* for the first nine months of 1910, provided any newspaper attempting to prove their claim and failing to do so, will distribute a like amount among the charities of Birmingham.

"We write it in the contract."

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

THE PRACTICAL WAY OF HARMONIZING SALES AND ADVERTISING DEPARTMENTS.

HOW FAILURE TO PULL TOGETHER
COSTS THE HOUSE BIG MONEY—
HOW THE MATTER IS HANDLED
BY THE CALUMET BAKING POWDER
COMPANY.

By E. I. Wood,

Advertising Manager, Calumet Baking
Powder Company.

It is almost impossible to conceive of a firm being successful in these days of active and constantly increasing competition, unless there is a perfect blending of the forces of both the advertising and sales departments.

The maximum results from the advertising department can not be attained unless the sales department is cognizant of the work being done in the advertising department, and is in full sympathy with its aims. The slightest friction, or lost motion between the departments results in loss of business for the firm.

It is not necessary for the manager of either department to be paramount. Each department is as important to the success of the firm as the other, and the firm should insist on each manager recognizing the other manager's department as essential to the ultimate success of the business as his own. Every move of the advertising department should be discussed with the sales department, and vice versa.

Oftentimes, when the sales department is considering some move, if it were discussed with the advertising department, some angle of publicity might be suggested that would make the move doubly effective, or show where the move would be rank folly.

A striking example of this condition is found in the experience of a large clothing concern, which, if the above suggestion had been followed, would have been spared great humiliation and a costly experience. This house decided to push its children's apparel on a special trip to be made

by its road salesman, and the advertising manager was informed of this with instructions to notify the trade. He, accordingly, got up a circular announcing the fact that the salesman would soon call on Mr. Clothing Merchant with a full and complete line of children's apparel, and it would be greatly to his advantage to delay buying until the salesman called. At the last moment, the sales department decided to have the salesman push the youths' clothing, and sent the salesman out with a complete line of this apparel, and a very small line of children's apparel; it was not considered necessary to notify the advertising manager, and allow him to inform the trade of this change, thinking that the circular announcing the children's apparel would be sufficient.

However, the house soon found out its mistake. The merchants expected a nice line of children's apparel, and, as the house had considerable prestige, they delayed their buying, waiting for this salesman, and when he showed up with a large line of youths' clothing, and a small line of children's apparel, they thought they were being imposed upon, and in many cases refused to accept the salesman's apology.

The above occurrence points its own moral.

The salesmen are the representatives of the advertising department, as well as the sales department. They are the chief factors in the "Advertise-Your-Advertising" idea, as set forth by our esteemed friend, Robt. Frothingham of *Everybody's*—Butterick Trio Combination. Trade papers and dealer folders, announcing the media to be used, also quoting the combined circulation, etc., of course, can be used to great advantage. But the one who can put the finishing touch on this work, and the one who, with a bunch of magazines or newspapers under his arm, containing your advertising, can most efficiently tell the merchant what you are doing to create the consumer's demand, is the salesman. Our experience is, that, the salesman,

who recognizes this fact, and talks to the trade about the advertising we are doing, is the salesman who books the largest and most orders. The grocers appreciate advertising—want advertised goods—and will get behind and push the goods of the firms that advertise the most liberally and effectively.

Between the sales department and the advertising department of The Calumet Baking Powder Company, the relations are most harmonious. Although they are two separate departments, both managers work together without friction. Ideal relations based on real red-blooded co-operation makes it possible to recognize enthusiasm without any suspicion of egotism being held against the other department. Neither is subservient to the other.

The sales manager, through his field force, gathers the data concerning competitors. The advertising manager uses this information in directing his campaign, frequently changing his copy to meet special conditions reported through the sales force.

The advertising manager attends all schools of instruction held for salesmen, and takes an active part in coaching every new salesman at the time he enters the employ of the firm.

The arguments that are used in face-to-face salesmanship are recognized as important to the make-up of selling copy.

Ofttimes, a chance remark or a hint from some salesman is picked up by the alert advertising manager, who, with the appreciation of value and the sense of perspective, will join what he has heard together and work out a plan.

Naturally, things are suggested by one department which do not always find favor with the other department, but the matters are given careful consideration, and nothing new is inaugurated until both departments are convinced as to the wisdom of the move.

Edward Weingarten, until recently with the Federal Advertising Agency, is now advertising manager of *Modern Electric* magazine, Fulton street, New York.

Age

The Woman's
Home
Companion
is the oldest
woman's
paper extant.
It is also the
newest.

ADVERTISING A BEAUTY BY CAR CARD.

POMPEIAN MASSAGE CREAM USING
AN EXTENSIVE CAR CARD CAM-
PAIGN—MANY CAR CARDS STOLEN
—THE PRETTY PICTURE PROBLEM.

By William B. Nesbitt,
Of Ward & Gow, New York.

The Pompeian Massage Company, Cleveland, is spending over two hundred thousand dollars in advertising this year. Their appropriation includes about forty magazines and between forty and fifty big newspapers as well as numerous car lines throughout the country.

The same dark-eyed Pompeian



beauty who figured in calendars and in magazine ads so successfully is now being made much of in car cards and posters. The bloom of color and life-likeness is attained by fine color work, and a life size and near view is afforded the reader on car cards in a manner not possible in any other form of advertising.

In fact, W. W. Wheeler, advertising manager of the Pompeian Company, is strongly of the belief that many of our citizens are altogether *too* familiar with this lavender clad brunette. And indeed his harsh opinion seems justified. Recently he placed cards containing a portrait of this lady in all the cars of the subway and elevated of New York and Brooklyn and within three weeks fully thirty-five per cent of them had been *stolen*. A few days ago Mr. Wheeler visited the metropolis for a closer survey of his campaign here. Upon entering a subway car he immediately looked for one of his cards and was rewarded by finding a partly damaged one which had written

across the picture half: "Oh, I'll get you yet!"

In answer to the question, "Do pretty pictures sell goods," Mr. Wheeler says: "The path of 'pretty picture' publicity is a thorny one. Out of a thousand portraits of undoubted beauty there may not be a single one that would appeal strongly enough to the public fancy to be even partially successful. And to really fill an advertiser's requirements a picture must have an extraordinary appeal. Yes, our picture last year was a success; and when a picture is really successful there is no doubt whatever in my mind regarding its direct bearing on sales."

Mr. Wheeler has had some interesting experiences with direct results from car cards.

"Several months ago we ran a card in New York City subways which called for written response. In a few weeks over 2,500 replies were received, and we were much gratified to find them of a uniformly high class. Our experience with this card certainly disagrees with that hoary argument to the effect that direct (written) results cannot be obtained from car cards. The reason usually given for this condition is that people when riding have no writing equipment at hand. We found, however, that quite a satisfying number of pass-



ANOTHER INTERESTING CAR AD.

engers had the pencil carrying habit. New York City is a problem for the advertiser, full of perplexities, but we are satisfied with results from car cards and posters in New York City subways and elevated lines. The car card is a medium full of versatility and possibilities, and how much we think of it is illustrated by our general use of it."

EMERSON ON ADVERTISING—
"INCESSANT AFFIRMATION."

William Hugh Strong, in the *San Diego Sun*, sums up a considerable number of the elemental dos and don'ts of advertising in a little sermonette, the text of which he has taken from Emerson. As the mind of the producer of advertising works on the same principles as that of the man to whom the appeal is made, a little incessant affirmation may do him no harm. Quoting his text for inspiration, Mr. Strong says:

"Nerve us with incessant affirmation. Don't bark against the bad, but chant the beauties of the good."

"Incessant Affirmation"—that's advertising. "Don't bark against the bad"—that means, don't dwell on what your goods are not. Don't knock your competitor. Don't make your advertisements negative; make them affirmative. Chant the beauties of your goods, your store, your service. Incessantly affirm the reasons why people ought to buy your merchandise.

Why should they buy of you in preference to others? What are the advantages of your goods, your assortments, your location, your store service? Figure out the important points and present them in as clear and simple and forceful a way as possible. Make your story definite and specific. Give instances of your superior values. Quote prices! Don't be afraid to state the facts and figures. Not figures of speech, but just the plain, old-fash-

ioned Arabic numerals that speak a language all can understand. Don't try to be witty, or "smart," or poetic, or humorous, or literary. Affected advertising is not the most effective kind. Better get right down to business. Better be as sane and sensible as you can. Be brief. Tell your story, and then stop.

Emerson knew that "incessant affirmation" is bound to make an impression; bound to bear fruit, sooner or later.

Charles V. Anderson, president of the Federation of Trade Press Associations of the United States died October 20th of typhoid fever. He was also St. Louis representative of the Root Newspaper Association.

H. B. Humphrey, president of the H. B. Humphrey Agency, has returned from an extended tour of Europe. The morning after his arrival in Boston he was met with a special car by his office force and several Boston advertising men, and escorted to his office.

The noon-day luncheon club of the Pilgrim Publicity Association was addressed on October 24th by A. W. Donovan, president of the E. T. Wright Shoe Company, Brockton, Mass., and president of the Boston Boot & Shoe Club. His subject was "Salesmanship." Thomas F. Anderson, secretary of the New England Boot & Shoe Association, addressed the meeting on "Publicity for New England Manufacturers."

AGENTS:
ADVERTISERS:

**YOUR LIST SHOULD
INCLUDE "THE NEW AGE"
MAGAZINE—AND WHY.**

❑ Your list is not complete without "The New Age," for the simple reason that—NO magazine offers you so much in quality as "The New Age."

❑ Quantity means nothing—it's quality you buy.

❑ 30,000 Masons in America read "The New Age" every month—read it from cover to cover because it is their magazine.

❑ You know the Masons—doctors, lawyers, bankers, business and professional men in every walk of life; there is no higher class circulation in the world.

❑ It will pay you to reach these men—these 150,000 readers of "The New Age." Write for rate-cards and information—today.

THE NEW AGE MAGAZINE
No. 1 Madison Avenue

PRINCESS COVERS

meet the double demand of durability and beauty, making them ideal for

CATALOG PURPOSES

Their strength and toughness enable them to withstand the roughest handling in the mails and their distinctive color and texture carry an impression to the buyer that commands his interest in your product and your proposition.



OUR BEAUTIFUL SAMPLE BOOK will be mailed free, if requested on your business letterhead, giving you suggestions as to Covers and envelopes to match.

MADE BY
C. H. DEXTER & SONS
Windsor Locks, Conn.

ANNUAL DINNER OF "PRINTERS' INK" STAFF.

CONFERENCE OF EDITORIAL, ADVERTISING AND CIRCULATION DEPARTMENTS FOR PURPOSE OF BETTERING THE PAPER—ADDRESS BY GEORGE ETHRIDGE.

At the Hotel Walcott, New York, on the evening of October 22d, the members of PRINTERS' INK's staff met for the annual dinner and a discussion of various plans for the improvement of the paper in its different departments. Many ideas were presented which, it is believed, will make PRINTERS' INK still more valuable to its subscribers. These new features will be introduced as soon as practicable, and without further announcement. Those present at the dinner were:

John Irving Romer, president and editor; Richard W. Lawrence, vice-president and treasurer; J. M. Hopkins, general manager.

J. George Frederick, managing editor; Lynn G. Wright, Charles G. Milham, Theodore Rand-McNally and Albert J. Timoney, editorial staff.

Julius Mathews, manager New England office, and D. S. Lawlor, associate manager; Malcolm C. Auerbach, manager Chicago office; L. A. Gillette, New York advertising representative.

David Marcus, office manager; S. W. Reardon, circulation manager, and A. B. Coyle, subscription department; Theodore E. Ash, until recently Philadelphia representative.

George Ethridge, who became PRINTERS' INK's commercial art critic many years ago, when he was associated with Charles Austin Bates, was present, and spoke, in part, as follows:

"We advertising men are always talking about the value of *ideas*. We have come to be almost blind worshippers at the idea shrine. Many of us lie awake nights, and walk around day times, expecting a great idea to come along and tap us on the shoulder, and invite us to a front seat in the Hall of Fame. When I was a youngster in the advertising business I used to think that an idea, singly, and of itself, was worth a lot of

money; in fact, that it was something like an invisible bag of gold floating around that anybody who was fortunate enough might reach out and grab and immediately thereafter retire from active work.

"Of late years I have changed my mind. I have come to see that an idea, like a blushing young maiden, is always attractive at first sight, but that it has to be married and produce a family of children before it becomes a really useful member of society. Often it happens that not only a marriage but a visit to the divorce court is necessary before an idea arrives at the full stage of its usefulness and its true beauty and attractiveness begin to impress themselves on the minds of men.

"A typical instance of where the divorce court was necessary to give freedom to a bright idea and enable it to shine out in full refulgence, is this gathering here this evening.

"When the idea of a Little Schoolmaster for advertisers first presented itself, a great many people admired it, and it possessed quite some attractiveness, but not until it obtained a decree of divorce did its real development commence, and we are all beginning now to sit up and take notice, and wonder why we never saw such beauties in it before.

"A friend of mine the other day remarked that he constantly wondered how it was possible to put within two covers as much practical information as is crowded into **PRINTERS' INK** every week, and said that the editors must have come from the Pinkerton Agency, where the motto is, 'We never sleep.'

"Certainly within my own experience I have never seen such a radical transformation take place in a publication of any kind, and it simply bears out the point which I started out to talk about—namely, that an idea, in order to bear its full fruit and show up its real value, must get married to the right man.

"Aristotle once remarked that a beautiful statue lies hidden in every block of marble, needing only the chisel of the sculptor to disclose it to the world. You gentlemen of **PRINTERS' INK** are to be congratulated not only on having your chisels sharp, but on turning out more beautiful statues every week than any group of sculptors in the history of the advertising world."

MACY'S NEW ADVERTISING MANAGER.

H. W. Dana, advertising manager for the R. H. White Company, of Boston, for the last four years, has become advertising manager for R. H. Macy & Co., New York. He takes the place of I. S. Jonas, who has returned to Atlanta since resigning his post in New York. Mr. Dana took up his new duties Tuesday, November 1st.

Mr. Jonas has taken charge of the advertising of the Chamberlain-Johnson-Dubose Company in Atlanta. He held this position formerly for several years before coming North.

"The Economical Way to Cover the Country Is to Advertise by Districts"

XXI

When you advertise, advertise to people *who have the money to buy your goods*. There are a million people of this class in

The Advertising District of Cincinnati

whom you can reach through *The Cincinnati Enquirer*. Moreover, you reach them at the best time and in the best place, for *The Enquirer* carries your message right into their quarter-of-a-million homes.

THE

CINCINNATI ENQUIRER

is absolutely indispensable to any advertiser who wishes to cover the Advertising District of Cincinnati—and this District is one of the most profitable that any advertiser will find anywhere in the country. The fact that the readers of *The Enquirer* pay *five cents a copy* for it speaks volumes for the quality of its circulation and for the prestige that this paper enjoys, and which adds greatly to the effectiveness of its advertising columns.

Foreign Representatives

I. A. KLEIN
Metropolitan Tower, New York
JOHN GLASS
Peoples' Gas Bldg., Chicago

Help the Dealer to Move the Goods The New England Daily Newspapers

Will move the goods

The merchants in every city depend on the daily newspapers to make their goods go.

Chas. H. Townsend, Jr., advertising manager of Brown, Durrell Co., says:

"So many merchants in all parts of the country began to make requests of us for this cut for use in their local advertising that we had it reproduced in line in several sizes."

The longest way round is not the shortest way home.

The merchants want the goods to move, and appreciate the value of the local newspaper.

Some advertising and sales managers spend their own money for advertising in the local papers without waiting for the merchant to contribute his.

Hamilton Gibson, advertising manager for Sanitol Tooth Powder for some time, now filling a similar position with the Ralston Purina Mills, writes:

"We have started what we think is going to prove a good combination of magazine and newspaper work, going into over ninety cities of the country and those points where our goods are now strongest, using from 120 to 140 newspapers."

*He takes the short cut to success,
Let us prove how we can move the goods.*



Ten Representative New England Dailies in Ten Representative New England Cities:

<i>Worcester, Mass., Gazette</i>	<i>Lynn, Mass., Item</i>
<i>New Bedford</i> <small>STANDARD AND MERCURY</small>	<i>Salem, Mass., News</i>
<i>Meriden, Ct., Record</i>	<i>Springfield, Mass., Union</i>
<i>Waterbury, Ct., Republican</i>	<i>Burlington, Vt., Free Press</i>
<i>New Haven, Ct., Register</i>	<i>Portland, Me., Express</i>

THINKS "PRINTERS' INK" THE
BEST INSTITUTE.

NEW YORK, Oct. 20, 1910.

Editor of PRINTERS' INK:

I have just read with much interest your editorial on Mr. Kennedy's proposed institute in the current issue of PRINTERS' INK.

I am glad to see PRINTERS' INK take this side of the question. As a matter of fact, PRINTERS' INK is running an advertising institute that quite fills all the requirements of the profession. Mr. Kennedy's proposal is absurd, and, I venture to predict, will peter out. Advertisers won't tell their advertising agents all they should—to say nothing of confessing to Mr. Kennedy and his associates.

[EDITORIAL NOTE.—The writer of the above letter is a prominent advertising agency man.]

FEELS NO NEED OF OUTSIDE
EXPERTS.

Secretary Balliett, at a meeting of the Buffalo Ad Club, October 22, voiced his opinion that it was not necessary to import speakers from outside the club's membership. "Cannot members of the club who have had from five to ten years' experience in business tell us things as valuable and interesting as these advertising experts from other cities? I believe they can. We have here all the different branches of the advertising business. Our plan is to select topics and find speakers to fit them from among our own members." The speaker said that he was indebted to the older Cleveland Ad Club for some of these suggestions.

HAMMOND AND CARLISLE DINED
BY ST. LOUIS BRETHREN.

On Friday night a number of the moguls of St. Louis' advertising and newspaper representative world gathered at the Bellvere Country Club to tender "A Few Husks for Two Prodigious," the prodigals being A. K. Hammond and F. J. Carlisle, now managing editor of the Los Angeles Express.

The hosts of the evening were Stirling E. Edmunds, E. Lansing Ray, M. P. Linn, C. W. Wessel, Conrad Budke, E. J. Schall, E. G. Lewis, and Lon Sanders. After a very delicious menu had been served the evening was spent in informal talk on advertising matters—and a few others. The menu cards were gotten up in the form of souvenirs containing pictures of Mr. Hammond and Mr. Carlisle, and having a few back pages devoted to some facetious facts about each of the most prominent men present. Conrad Budke, president of the Nelson-Chesman Agency; Lon Sanders, of the Sanders Engraving Company, and C. W. Wessel, Smith-Budd's St. Louis representative, came in for especially amusing jibes at the hand of the compiler of the Who's Who for the occasion.

90%
Concentrated
Circulation!

Because ninety per cent of its circulation is in and close to the City of Worcester (as shown by examination of A. A. A.) THE EVENING

Gazette
Worcester, Mass.

is known to produce the Most Results in Worcester stores—at LOWEST per cent of SELLING-COST; therefore, most PROFITABLE to Advertisers, making it

The Greatest
Selling Force
in Worcester

Largest Evening Circulation!

"The Paper that Goes Home!"

JULIUS MATHEWS, Representative

THE
EVENING WISCONSIN

IS FIRST CHOICE

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

THE EVENING WISCONSIN

Because it is Milwaukee's leading newspaper and reaches over 40,000 HOMES daily, and they represent the best buyers in the City and State. It appeals to the women of the HOME, because they believe in the integrity and the honesty of this paper.

Rigid examination of circulation completed by the American Association of Advertisers Oct. 3, 1910.

JOHN W. CAMPSIE,

Business Manager.

CHAS. H. EDDY,

Foreign Representative.

New York Office,

1 Madison Ave.

Chicago Office,

150 Michigan Ave.

(Robt. J. Virtue, Mgr.)

POLITICAL POSTER ADVERTISING GROWING.

CHANGING A STATE CAPITAL THROUGH POSTER ADVERTISING—SOME OTHER UNIQUE POSTER ADVERTISING NOW RUNNING—HAWAIIAN POSTER ADVERTISING.

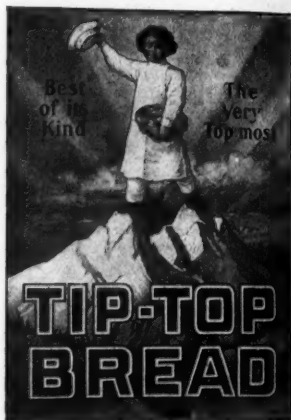
Although newspapers in the last two or three years have come into favor for the ever increasing advocates of political advertising, the popularity of the bill-board for various political booms shows no signs of diminishing. One of the most novel uses of the poster along this line was found in the recent Oklahoma state capital fight. Oklahoma City won the fight over Guthrie, it will be remembered; and poster advertising was given the credit of having had a great deal to do with gaining the victory.

The poster that was used is shown herewith and is illustrative of the size of the argument that can be made to stand out on a twenty-four sheet poster. Only a few of these large sheets were used, but it was asserted that general interest could be directly traced to them. The combination of pictorial illustration and straight argument are both telling.

Throughout the country political posters are plentiful at present, and are becoming used more and more for argument instead of simply portraits.

Campaigns for other products

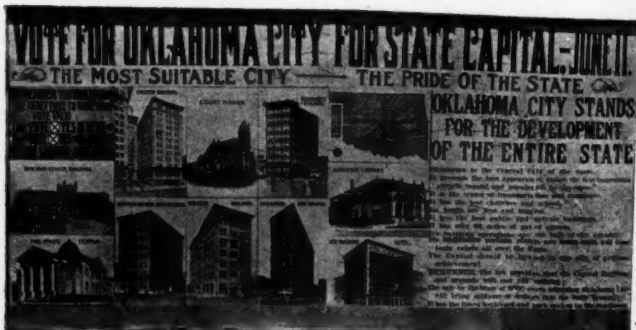
by posters are also on the increase. The campaign for Tip Top Bread is one which though of a general publicity nature was nevertheless effective. The poster was originated by Ivan B. Nord-



GOOD GENERAL PUBLICITY.

hem, of Pittsburg, who also directed the campaign generally. Stands were used in large cities over a fairly wide section.

It is interesting to note, by the way, that in Hawaii some very vigorous advertising on billboards is being done by American products. This part of the United States has been rather neglected heretofore by advertisers.



ONE OF THE POSTERS THAT CHANGED THE CAPITAL OF A STATE.

ALMOST EVERY ISSUE CONTAINS SUCH MATTER.

F. W. BIRD & SON.
EAST WALPOLE, MASS.

Editor of PRINTERS' INK:

As direct circularization plays such an important part in every complete advertising campaign we would like to suggest a systematic treatment in a special series from the authority on the subject, PRINTERS' INK.

To reach certain classes a circular or letter is, of course, indispensable, and in the case of the dealer, architect, manufacturing industry an excellent adjunct to magazine advertising. Descriptions of systematizing, mailing campaigns, comparative value of letters and circulars, examples of what has proved particularly effective, etc., would certainly interest every advertising man.

While on the subject of material for your publication we want to mention the leading editorial of the 15th inst., on "Ginger-Up Letters to Salesmen," for we are sure further articles on this topic would be found helpful.

The writer has not missed an issue of your publication for two years so speaks with a certain amount of authority in saying that the occasion is rare when PRINTERS' INK does not contain some ideas of far greater value than any subscription price could represent—and that occasion is undoubtedly due to the reader's failing to find the ideas rather than to their absence.

A. H. WAKEFIELD.

Taft's OBJECTION TO FIGURING IN ADVERTISING.

LOVELL-McCONNELL MFG. Co.
NEWARK, N. J., Oct. 12, 1910.

Editor of PRINTERS' INK:

We do not believe, as a general thing, in the value of using pictures of prominent people in advertising.

We had received from Captain Butt, Taft's military aide, a very nice letter stating that the Klaxon which they had purchased and which was in use on the White House automobile had given great satisfaction and asking where another one could be purchased for use on the other car.

It was our intention to use the photograph of Taft in his car, together with this letter. Upon presenting the matter to Butt, he objected to his letter being used.

As, in the meantime, we had made the plate, we used the ad.

Personally, we do not think nearly as much of this sort of advertising as good straight-from-the-shoulder logic without any kind of deceit or false statements about goods. Still, the fact of the chief executive using our instruments may have impressed a few people.

F. HALLETT LOVELL,
President.

The list of dailies which are represented by Willard E. Carpenter has had added to it, announces Mr. Carpenter, the Rockford Republic, of Rockford, Ill. Mr. Carpenter formerly had charge of the Republic's foreign advertising when he was with La Coste & Maxwell.

Eighty per cent. of the circulation of the

Portland Evening Express

"Maine's Largest"
Daily Circulation
is in "Greater Portland"

This concentration of circulation has made the Express the

Foremost Advertising Medium in Its Field!

Leads in everything—foreign, local and classified advertising.

JULIUS MATHEWS, Representative

The Only Entry Into Philadelphia's German Circle

is through the consolidated German newspapers. A low combination rate makes this the most desirable advertising buy in that city.

Philadelphia's German population is 350,000, and it represents the best-housed, best-dressed, and best-spending class of old-world people in America.

And that Philadelphia merchants think so highly of German patronage is best expressed in the splendid volume of advertising carried by the German newspapers. Last week's average:

WEEK ENDING OCTOBER 11TH:

First Newspaper...	90,745	Agate Lines
Second Newspaper...	73,580	" "
GAZETTE	67,295	" "
Fourth Newspaper...	63,220	" "
Fifth Newspaper...	58,325	" "
Sixth Newspaper...	51,040	" "

The German Gazette Publishing Co.,
Philadelphia

ARE DEALERS DRIVING MANUFACTURERS TO MAIL ORDERS?

DISTRIBUTION CONDITIONS AND RETAIL LETHARGY THE CAUSE—NON-RESPONSIVENESS HAS MADE MANY MANUFACTURERS SELL DIRECT.

By A. A. Butterworth.

There is perhaps a phase of mail-order competition which Mr. Rankin, in the October 6th issue of *PRINTERS' INK*, did not touch.

While dealers throughout the country are making both united and spasmodic efforts to block the mail-order wave sweeping throughout the country, did they ever stop to consider that their actions in many cases compelled, literally forced, manufacturers to enter the mail-order field?

Every large advertising campaign to survive any great length of time, must have a tremendous distribution to support it. I have been in the inside of many national campaigns, the object of which was to create and in many cases stimulate an established demand for staple products, wherein the manufacturers were compelled to supply by mail the consumer's demand created by such advertising. One campaign in particular, illustrates my point.

This publicity work, under the guidance of a competent advertising firm in Chicago, was prepared and mapped out months in advance of the first advertisement appearing. A well-nigh irresistible follow-up system was formulated, both for the consumer and retail dealer, the object of keeping the consumer in line being to turn him over to the dealer when sufficiently interested.

The public responded loyally, and we were overwhelmed with direct orders, requests for information and complaints that their dealers and others in the same line of business knew nothing of this product—this despite the fact that it had been on the market several years, and at that time enjoyed quite a demand.

We sent these orders and complaints to the respective dealers

with a stiff sales letter and order blank inclosed. Our efforts did little to arouse the stoic attitude of the dealers, with but few exceptions. Liberal offers, impolitic concessions and finally consignments were resorted to. Consignments brought results, not, however, before we were forced to have recourse to the mail to supply the insistent demand for the articles and obtain the distribution vitally necessary for the continuation of this campaign.

Our appetite once whetted for the mail-order possibilities of our different products led us to continue it until to-day we are supplying direct to the consumers, articles which should and could have been supplied by their dealer at a profit of 50 or 75 per cent. The utter apathy of the dealer, combined with the prospects of a frustrated advertising campaign, entailing a loss of thousands, had forced us to evade, unwillingly, the trade and territory of the retail dealer.

The question of whether distribution should precede advertising or advertising force distribution is a mooted question; only to be decided on the peculiar requirements of the advertiser or product to be advertised.

Distribution, then advertising, is, of course, the natural and logical order, but these two conditions are only amiable when the retailer is in a receptive mood. Otherwise there is a hitch and the natural order must be reversed.

You can make consignments, make concessions or even give your goods away, but what have you to offer or what can you offer when the retailers reply, "Create a demand and we will then, and only then, stock your product." The logical force weapon is an advertising campaign.

A "firm" of New Yorkers advertised its ability to sell high-class furs at very low prices because of the fact that they had been smuggled into the country. When this concern attempted to do business in Trenton, the United States marshal ordered it to leave the city.

A new corporation is the Putnam Simonton Advertising Company, of Newark, Ohio, capital \$10,000, formed by Horace C. Putnam and others.

ADVOCATES PROTECTED PRICES.

Ellis L. Howland, of Battle Creek, Mich., has recently come out in the *Trade Register*, of Seattle, Wash., with a strong presentation in favor of protected values established by manufacturers of branded specialties. In discussing the subject Mr. Howland said that he declined to consider the open-produced staple commodity on the ground that such goods have no identity and consequently are not susceptible to established values.

"But with a branded specialty," he asserted, "it is different. The specialty originated in one source only; the man who made it, who advertised it, who linked his own identity and fortune with it, and who looked to the trade to co-operate with him in distributing it to the consumers. There may have been a time when a manufacturer made commodities and bade them farewell the minute they had left his hands, but they were not accompanied by his name or brand, nor did he invest in them millions of dollars in advertising to render them salable, and consequently, especially desirable stock for the merchant. His interest in those goods ceased when he sold them. They belonged to the buyer, absolutely.

But this is no longer true with probably over half the stock carried by the average grocer. The evolution of the past twenty-five or thirty years has developed distinct and definite system in our mercantile structure and made necessary the manufacturer, the wholesaler and the retailer, each distinct from the other and each with his own special function to perform, yet all inter-dependent. Commercial morality and mutual good order have demanded a mutual recognition of each other's rights and the consequence is that conditions which were once acceptable are now a cause of friction. Competition has its place as certainly as ever, but it is necessarily co-operative competition; constructive rather than destructive. Any movement which seeks to improve trade conditions is, therefore, of mutual concern to them all; even down to the consumer in the last analysis.

It is significant that the champions of protected prices—or more properly protected values—are not confined to any one class, but will be found among manufacturers, jobbers and retailers alike. It is also significant that its chief opponents are either big buyers who now practice price-cutting, or those manufacturers who supply them the goods whose price they cut. With them are found a few pessimistic dealers who wail about the impossibility of meeting changing conditions and an occasional writer who prefers to look backward than forward for his inspiration."

Mr. Howland states that there must naturally be encountered many snags in the general adoption of any scheme of price maintenance, but he declares that "much of the criticism of the plan arises from a failure to appreciate that the grocery trade has unconsciously undergone an almost complete revolution within the past few years. It is useless to discuss protected prices without

first establishing the existing premises, and worse than useless to insist on confusing openly-produced staples with identified, trade-marked specialties. I do not deny that it is a question for everyone to settle for himself—manufacturer and retailer alike—but that settlement and all criticism ought to rest on an intelligent basis."

One conclusion of Mr. Howland's article is this: "Because a manufacturer fixes the price of his product does not mean that he is going to be an oppressor. Remember that the law of competition will take care of that."

WYCKOFF AGENCY OPENS A NEW YORK OFFICE.

James A. Tedford has resigned from the Lord & Thomas organization to take the management of the New York office of the Wyckoff Advertising Company, in which he has secured an interest. He is located on the tenth floor of the new Madison Square Building, running from Twenty-sixth to Twenty-seventh streets. The offices were opened Tuesday.

The general offices of the Wyckoff Company will remain in Buffalo, where the managers of the New York, Boston and Rochester offices will make frequent visits for consultation.

Stuart Benson, formerly advertising manager for R. R. Wallace & Sons, and until now with Draper & Hansen, agents, New York, has been made manager of the publicity and service departments for P. F. Collier & Son.

Largest and Best!

In all the requisites of a modern newspaper; in plant and patronage; in circulation and advertising; in news-gathering and enterprise,

The Evening Register

is acknowledged to be the

Recognized
Leading
Newspaper
of New Haven!

CONNECTICUT'S Greatest Classified Ad Medium.

[Rate 1c Word; 7 times 5c.]

JULIUS MATHEWS, Representative

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 112 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, Nov. 3, 1910.

The Fight for Price Maintenance

The legal status of price protection is now drawing close to important judgments. The famous "bath tub trust" case of the Standard Sanitary Manufacturing Company defending its price maintenance efforts against the U. S. Government is being heard this week, and much important argument is likely to come out.

Another interesting case is that of the Waltham Watch Company versus the Montgomery Ward Company, Chicago, to enjoin the latter from selling Waltham movements at lower than fixed price. A general demurrer was filed by the defendants, argued October 12th and overruled.

This decision, while not disposing of the case finally, of course, is tantamount to a preliminary justification of the Waltham Watch price maintenance system. This is most hopeful, as it means that the courts show appreciation of the very real general good in price maintenance, in spite of the seeming restraint in trade which

such systems suggest when superficially viewed.

The general public has had so much to render it suspicious concerning any effort to handle prices, because of past bitter experiences with rank monopolies, that its mind comes prejudiced to the consideration of any plan whatsoever of equalizing, fixing, setting or supervising of price. It needs some economic education on this subject which no one has ever given it. It doesn't know the manufacturers' or jobbers' or retailers' viewpoint regarding price. Blithely the public goes to a retailer who is selling a widely advertised product at very low price, blessing the retailer for the opportunity to make two cents, but blissfully ignorant of the fact that the retailer is aiming to make several times two cents by selling the customer something else at top price while in the store. After counting up the net results of such a shopping, the customer would find herself no better, probably worse off, than if every purchase had been made at a standard, uniformly maintained price.

The debate on the quantity price made elsewhere in this issue touches the bottom of the subject. The quantity price may be justified, but the cutting of prices can never be justified, providing the price is carefully set and there is no season consideration. The elimination of quantity prices really is not vital. As one of the debaters brought out: "They (the advocates of quantity price) acknowledge that every advantage given the larger buyer over the smaller one may properly be included under the 'quantity price' head. Thus discriminations in freight rates—the free delivery or freight allowance given the larger buyer and not granted to the smaller—is one form, the secret rebate upon any regularly established quantity price is another of the numerous ways in which the larger dealers are given the advantage over the smaller ones."

There is most evidently great need for a wider appreciation among retailers and the general public, as well as some manufac-

urers, of the mutual benefits of a maintained price, which because it is uniform eliminates the waste and disadvantage attendant to everything disorganized.

Why not an advertising campaign educating the public to appreciate standardization in selling as well as it now appreciates standardization in manufacturing?

Is There a Quantity Limit to Advertising? In the last year or two the volume of advertising in publications has reached record heights. Some of the standard magazines and weeklies, newspapers and trade papers have achieved an advertising patronage surpassing all known records, and creating new problems of manufacture and editorial make-up. That the public has not been impatient at the heavy proportions of advertising carried by its favorite publications is a significant acknowledgment of the intrinsic value of advertising.

There have been murmurings among publishers regarding what the further growth of advertising might mean, and the advertising manager of a famous magazine has confided to **PRINTERS' INK** that he thought 500 pages were the limit for any publication.

Now comes *Machinery*, with a frank announcement that a limit has been reached:

The advertising in *Machinery* has virtually reached the limit fixed by consideration for our readers; and in future the space sold to each manufacturer will be limited to what is necessary for the adequate display of his product, depending on its character and variety.

Displays of one type of machine will be limited to single pages, except where operations are shown; and to two pages including the latter. We shall not sell as much space for the display of a small tool as for a large or complicated machine. Large displays, out of proportion to the character and extent of the product, will not be inserted. Existing contracts which conflict with this policy will be rearranged as they expire.

By following this method we expect to provide for the natural growth of the industry without materially increasing the amount of advertising space in *Machinery*.

This is a movement forward, not backward. It insures a well-rounded mechanical journal, of greater value to both reader and advertiser than if we continued to add pages without limit.

The twice-a-month plan has solved the problem for several publishers, but the problem seems even then scarcely disposed of.

Meanwhile, the public is not concerning itself at all about it. No "Constant Readers" have yet written to the newspapers about it, and until they do, it might be quite as valorous as discreet to go on accepting as much good advertising as is offered.

The real opportunity for solving the problem, when it must be solved, will come in weeding out more of the irresponsible and the misrepresentative type of advertising, and in refusing to accept advertising which is not built to fit, or backed up properly, or which may even slightly mislead.

Advertising Training for "Boy Scouts" The remarkable interest manifested in the "Boy Scout" movement may be justified and explained by its unique and up-to-date methods. The utilization of advertising in the training of boys is the newest and most interesting aspect of this shrewdly conceived movement for educating while playing.

The first official hand book for the Boy Scouts, just published, among other things contains descriptions of various games which develop the alertness and skill of boy scouts. Most of these games were invented by Ernest Thompson Seton, but some originated with the boy scouts of England. One is called "Morgan's game," and was originally played by the Twenty-first Dublin Company Boys Brigade. The description is as follows: "Scouts are ordered to run to a certain hoarding (billboard), where an umpire is already posted to time them. They are each allowed to look at this for one minute, and then run back to headquarters and report to the instructor all that was on the hoarding in the way of advertisements."

Obviously this unique play plan is for the object of training observation. The principle is familiar to those who have experimented in college psychological

laboratories, but as a general part of training for the young it is a most happy thought. It hints at the lacks in our general public school educational system, in its failure to provide a means at once so vivid and so effective in stimulating the important powers of observation.

It ought to be instructive to an advertiser to be present when the Boy Scouts report after viewing his advertisement!

Spearmint's Unfair Com- petition Victory

The final decree in the case of Wm. Wrigley, Jr. & Co. (Spearmint) vs. The Grove Co. et al, is one of the most explicit and encouraging documents in the development of that splendid modern legal safeguard for advertisers—protection against unfair competition. The preliminary decision, noted some weeks ago, was most interesting, but the final decree is very decisive:

First. That the said word or name "Spearmint" when used in a prominent way, either in advertising matter, on labels, or on boxes, is a good and valid trade name or mark for chewing gum; that the title thereof and the entire and exclusive right to the use of the same in the manner above specified is vested in complainant.

Second. That the package consisting of five sticks of gum individually wrapped, with an enclosing wrapper and the printed matter thereon, and the component parts thereof, as shown by complainant's exhibit "Spearmint Gum," and the printed matter in relation thereto, as shown by complainant's exhibit, "Complainant's Label;" complainant's exhibit, "Complainant's Jar 'Spearmint Gum,'" are the equitable property, wrapper, carton and label arrangement of the complainant herein, in connection with the manufacture and sale of chewing gum.

Third. That the defendants have infringed upon and violated the rights of the complainant by the use of the name or word "Spearmint" in describing their product as "Spearmint Gum," or using the word "Spearmint" in a prominent way, either in advertising matter, on labels or on boxes, and have closely imitated and simulated the packages and cartons of the said complainant as to size and form and as to printed matter thereon, in the sale of chewing gum of the defendants.

Fourth. That the said defendants, the Grove Company, Samuel Grove, Jr., and Charles E. Blauvelt and Simon Scheiner, and each of them and their representative agents, servants, attor-

neys and employees, and each of them, be and are hereby perpetually enjoined from affixing, using or causing, or permitting to be used or affixed to, or upon a chewing gum product or packages manufactured by them, or bought or procured or sold by them, or for them or either of them, or in which they or either or each of them are in any manner interested, the word "Spearmint" or any word or synonyms thereof, or any word calculated to deceive or mislead, or from affixing to any package containing chewing gum or any wrapper, label or other covering applied, or intended to be applied to chewing gum, having thereon the markings of the wrappers, labels or coverings of the complainant, in substantial imitation of the wrapper, label, coverings or packages of the said complainant; or their using the word "Spearmint" in such a manner as even probably to mislead purchasers into the belief that the manufactured product of the defendants is that of the complainant; or in such manner as to enable dealers to sell the product of the defendants as and for the product of the complainant; or from describing the product of the defendants as "Spearmint Gum;" or using the word "Spearmint" in a prominent way, either in advertising matter, on labels or on boxes.

This is not intended to enjoin the defendants from informing the public that their gum is flavored with Spearmint.

Fifth. That the said complainant has a right to recover any and all profits accruing to the said defendants, or each of them from the unlawful violation and infringement of said complainant's rights to recover damages suffered thereby.

This decision is an important plank in the further development of the doctrine of unfair competition, so vital to the full protection of advertising and selling initiative and originality.

BOSTON "HERALD" REORGANIZATION APPROVED.

Approval of the plan for reorganization of the Boston *Herald* by the bondholders is generally taken as meaning that the *Herald* is now out of its financial difficulties. Contingent on this approval was the permission of the United States Circuit Court for the continuance of the business, and such permission is now more or less of a formality.

The salient features of the reorganization scheme provide that the *Herald* is to be issued by a new company to be known as the Herald Company, Inc., capitalized at \$2,542,500. Control of the company is to be invested in a committee of the old bondholders, who acquire all the bonds of the present company and all options to purchase claims of unsecured creditors.

Robert Lincoln O'Brien is to be editor of the *Herald*.

The COLLEGE WORLD

¶ Be Progressive:—Advertise.
If you have a good product let the
people know about it.

¶ The COLLEGE WORLD
offers a channel never before
opened. It caters to students, club-
men and progressive business men.

¶ For full information, dates,
etc., write to

COLLEGE WORLD CO.
1 Madison Avenue
METROPOLITAN TOWER
NEW YORK

MAKING THE GAY WHITE WAY GAYER.

REGAL SHOE ELECTRIC SIGN THE NEWEST COMER—OTHER INTERESTING SIGNS—CRITICISMS AND COMMENTS.

The electrical wizards who have been responsible for the re-christening of one of New York's famous thoroughfares are certainly to be accredited, this year, with the most ambitious display that Broadway has ever seen. From Thirty-Fourth street to Forty-Seventh—yes, one might say to Fifty-Ninth—Broadway is the "gay white way" if light can make it so.

The list of clever electrical displays would be a long one. Kellogg's Toasted Corn Flakes, Corticelli Silk, Heatherbloom Petticoats and Thermos Bottles are represented by splendidly attractive signs. The chariot race has in the newest addition a serious rival for attention.



This shows the well known Regal boot trade-mark, and the attention attracting feature is an enormous thirty-six foot high eagle, represented in full flight.

The Regal Shoe Company is the first concern operating its own stores throughout the country to utilize an electric sign on Broadway.

E. W. Weeks, advertising manager of the Regal Shoe Company, in discussing the matter the other day said: "We believe that

Broadway, from Thirty-Fourth street to perhaps Forty-Seventh street, is the advertising center of the world. Our sign is in the very heart of this district, and we believe we have produced a display which is not only superior in its gracefulness and beauty, but tells at a glance the story of the national supremacy of Regal shoes.



As an interesting commentary on the point of view concerning electric signs, which has been in debate for years, the ad-

vertising art exhibit in New York had addresses on the opening night by Prof. Parsons of the N. Y. School of Fine and Applied Arts, and Ingalls Kimball of the Cheltenham Press. Prof. Parsons severely criticized Broadway with its electric signs, while Mr. Kimball as warmly defended them, purely from a human point of view.

"FIFTY-TWO PACKAGES OF THE BEST THINGS FROM OTHERS' MINDS AND EXPERIENCE."

INTERNATIONAL CORRESPONDENCE SCHOOLS.

SCRANTON, Oct. 22, 1910.

Editor of PRINTERS' INK:

When you get down to it, isn't it really a wonderful thing that a publication like PRINTERS' INK can give fifty-two packages of the best things from other people's minds and experiences for such a small subscription price, when if a man had to pay for the time of these writers in order to get the information it would cost him hundreds of dollars?

I am not throwing out any taffy when I say that I don't see how any man in the advertising business can afford not to take the best publications when they can be had at so small a price. The best stuff to-day is the written matter. Not more than one in a dozen talks on advertising has any real good new advertising idea in it.

S. ROLAND HALL.

The Six Point League, New York, held its first meeting October 27th. George Howland, advertising manager of the Fels Naptha Company, Philadelphia, and J. George Frederick, of PRINTERS' INK, were the speakers.

Art Director Wanted For Advertising Agency

We want a man who understands effectiveness in art. His position will be that of Art Director in our Chicago office.

The man need not necessarily do art work himself, but he must know good art work and know where to get it.

He must be able to pick out the man best adapted for each of the many kinds of art work we use. He must see that we get the very best for each purpose.

We use figure work, color work, mechanical drawings and striking black and white effects. He must see that we get the very utmost in each.

If the man in question can devise effective lay-outs or supply good selling ideas, the fact will add much to his value.

Our New York office is well equipped in this line. We want such a man for Chicago—the best man of the kind we can get.

Write to make appointment for interview.

LORD & THOMAS
Cor. Wabash Ave. and Randolph St.
Chicago

See 79500

The Little Schoolmaster's Classroom

Some time ago a "round table" of advertising men asked a printer, who had seen long service in the composing-room of a large advertising agency, to be present and to tell the advertising men what printers thought of the jobs copy-writers sent in—what advertising men could do, that they were not now doing, that would promote good typographical service, and so on.

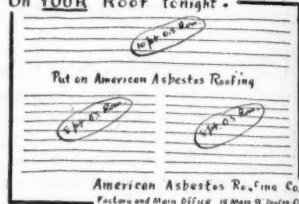
This compositor said that it sometimes seemed to him that the men who wrote copy searched around for old bags or for the worst pieces of paper they could find to use as copy paper. Ordinarily manuscript would go far, he thought, toward getting better proofs.

He was asked how far he thought copy men should go in the matter of layouts. His answer was that the practice should be adapted to the conditions that prevailed in each case. In his own case, he believed that his general knowledge of advertising and his long experience in setting copy would enable him to give a better setting by working from his own ideas than by working from the usual layout made by copy men. But he conceded readily that there were proportionately few printers skilled in the setting of advertisements, and he believed that, as a rule, it is better for the advertising man who enjoys a general knowledge of type and printing practice to make a sketch that will give the printer a good general idea of what is wanted. Nevertheless, he argued strongly for some liberty for the printer in any case, and made it clear that the man who arbitrarily insists on specifying everything in every case is likely to have trouble with the composing room and not get its best service.

This compositor's hint to adapt the practice to the particular conditions is a good one. I know

of newspapers where, although every compositor in the composing-room would probably feel that he is an expert ad-compositor there is really not a first-class ad-compositor in the place. If a man sends copy to such newspapers without some kind of layout he will get, in most cases, a display effect that is commonplace or worse. Printers and printing journals have much to say about the nifty advertising men who undertake to show printers how to set advertisements, but the fact is that few printers know enough about advertising to recog-

Suppose Sparks Fell?
On YOUR Roof tonight?



Half price the Carbon Rod, or
renewal plates you know, for display.

nize the difference in treatment, for example, between signatures of retail advertisements and those of small mail-order advertisements designed for high-priced space. Mere mechanical experience in setting type does not afford such knowledge or even knowledge of good ad display. The finest examples of display in the general magazines may be credited in most cases to the agency experts rather than to the compositors in newspaper and magazine offices.

My own practice, after a number of years' experience with both newspaper and magazine offices is illustrated by the layout here reproduced. The care I give my

layout depends on whether it is to be put before the advertiser for approval or is merely to be a general guide for the printer. There is no denying the value of the good layout and its superiority over oral explanation when you wish to put your copy ideas graphically before the advertiser.

I make a rough sketch of the exact size of the advertisement if it is to be a magazine advertisement. In the case of newspaper advertisements, unless the contract is for a fixed space, I usually put on a note reading something like this: "Set in space of five or six inches, double column."

If I know that the composing room has a type that I think is well suited for the copy, I call for that type. In dealing with an office whose type outfit is unfamiliar I make my note read in this way: "Use Cheltenham Bold, or the nearest face you have." I never attempt to specify sizes for the display. I merely letter in the principal displays about as high and heavy as I want to see them in the finished job, leaving it to the compositor to decide what sizes come nearest to giving the indicated effect. I usually specify size for body matter, for it is much trouble to change body matter if it doesn't show up well, and, besides, the size for that determines how much copy can be used.

Such layouts as the one shown on page 76 rarely fail to bring me good proof. Such a layout is

quickly made and is free from petty and unnecessary instructions to the compositor.

Put all principal displays on the layout, but don't write the body matter inside the layout unless the advertisement is such a one as a car card where there is plenty of room to write the body matter in the layout and have it legible. When the copy is on separate sheets, have it complete—headings, sub-headings, signature, etc.—so that if the layout is misplaced the copy will be intact. Illustrations may be clipped and pasted on the layout in the proper place, or if the cut is handy it may be inked on a stamp pad and a sharp blow with the fist will make a print on the layout.

Copy should always be written on sheets of uniform size. Sheets anywhere from 6x6 to 8½x11 will do. Larger sheets are unhandy. Write on only one side of the paper. When a small insert is to be made, write it on a slip and paste the slip on the side of the full sheet, folding it face down, after indicating by a line where the inserted matter is to go. Pencil writing smudges and is often illegible; pen-written copy is better.

Always number the sheets of copy at the top. If a full sheet is to be inserted in the manuscript, say between sheets or "folios" 8 and 9, renumber as 8a, 8b, 8c, and so on. Sometimes this saves renumbering a long manuscript. If sheet 9 is "killed," write

1847 ROGERS BROS.

"Silver Plate that Wears"

X S

TRIPLE



The famous trade mark
"1847 ROGERS BROS." guar-
 antees the *heaviest* triple plate.
 Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)

New York Chicago MERIDEN, CONN. San Francisco

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

What they want they get!

Do you want some of this business?

USE THE CLIPPER

— ADDRESS —

NEW YORK CLIPPER, New York City

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 143,054. Rate 35c.

St. Joseph's Blatt

Only German Catholic weekly on the Coast.
26,000 subscribers; seven columns; 8, 10,
12 pages; yearly contracts, \$1.00 per inch.

BENEDICTINE PRESS, Publishers
P. O. Box 309 PORTLAND, ORE.

on sheet 8, (Sheet 9 killed, sheet 10 follows).

The printer is often in doubt as to whether capitalization is wanted for such letters as a and s. Unless your form for these letters is unusually clear, put three small marks under them if capitalization is desired. Draw a slanting mark through a capital if afterward a lower-case letter is preferred.

If you will put a ring around all periods or use the x mark for the period, much mistaking of commas for periods and vice versa will be avoided. All good printers understand that a ringed abbreviation is to be spelled out. Better hand-letter very unusual proper names and strange words. If the spelling or language is odd, editorial work by others can be forestalled by writing in the margin (Follow copy here).

It is a good plan to put in brackets all notes and directions to the printer, and everything else that is not to be set. Matter in the margins in brackets will ordinarily not be taken as copy unless so marked.

Don't underscore and capitalize much. Rarely are all-capital lines as legible as upper and lower case lines. Italicizing and occasional underscoring is helpful but overemphasis is worse than underemphasis.

Copy in which there is much inserting and transposing will be greatly improved, for composing-room purposes, by being cut apart and pasted orderly on new sheet.

"HAL" REED BECOMES ADVERTISING MANAGER OF "CHRISTIAN HERALD."

H. R. Reed, formerly of *Collier's*, has been appointed advertising manager of the *Christian Herald*. Besides *Collier's*, Mr. Reed has been with the *Review of Reviews*, *Ridgeway's Weekly*, and the *Red Book*. He is widely and favorably known in the advertising business.

The Metropolitan Agency has announced the purchase of the Bankers' and Merchants' Advertising Agency, of New York. The business of the latter agency is to be carried to completion under the management of the Metropolitan, which is owned by Charles Young. The Metropolitan Agency is located at 6 Wall street, New York.

WHAT PEOPLE THINK OF PRICE CUTTING.

In a recent article it is stated that when the price of a standard article is reduced without any reason it is the most natural thing in the world for people to reduce their conception of the value of that article in accordance with the lowered price. When a buyer purchases an article at a fair price he naturally expects that it is equal to representations and that it is guaranteed. If the same article is purchased at a cut price, what becomes of the guarantee?

How can quality be maintained at a standard point when the price is allowed to fluctuate?

Does not the offering of a superior article at a cut price cause distrust in the purchaser's mind against the value of all advertised articles?

Is there any better standard of value than uniform price and quality?

Is there any other known method by which an article will stand or fall on its own merits?

If the manufacturer places the price too high his product will never succeed even with the best advertising and the most perfect organization.

In view of the fact that the advertised goods are frequently the most economical and satisfactory, the dealer who makes good use of a reputable manufacturer's name to secure petty advantages is never a good customer for the manufacturer or a safe merchant from the buyer's standpoint.—*The New Idea.*

Copy Writer Wanted

§ A large automobile concern wants—at once—a man who can write strong copy.

§ With the added ability of layout booklets.

§ Not a rhetorical pyrotechnist,—but one who can write plain, direct, forceful, simple English.

§ Advertising is *Thought*,—not words.

§ Preferably, one who is now writing automobile copy.

§ Or identified with some line of manufacture.

§ Adv. school graduates and men who want to break into advertising, please don't take my time—it won't be worth yours.

§ Correspondence desired with only men of ability.

§ Location, Central West.

§ Send samples (*with your letter*) of your best work.

§ Give full particulars as to whom you have been connected with, or done work for.

Address, **AUTOMOBILE**, care of **Printers' Ink.**

Business Development Company of America

This Company comprises an organization of salesmen whom we have trained to express their selling talk *on paper.*

The letters, advertisements and booklets thus produced are literally *salesmen.*

They *sell*—at a *profit*—by *mail.*

And you can send out a thousand *overnight.*

Anything you can sell *by mail* we can sell *by mail.*

Are you advertising advertising or advertising *Selling Copy?*

The difference is as between: "Nothing for breakfast and Breakfast for nothing"

But,—

Let's get acquainted. Send for:

THE SELLING FORCE
and
THE SELLING FARCE

You'll find it "different"

Business Development Company of America

Founded 1901

119 Nassau St., New York

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

Are the size and looks of a manufacturing plant the best argument for business. The Parry Manufacturing Company of Indianapolis, makers of horse drawn vehicles, in its 120 page 1911 catalogue prints a double page picture in colors of its plant, which appears to spread over many acres. It uses this ocular evidence as a "guarantee" argument on the next page, putting it this way: "The plant shown on the preceding pages is the best guarantee in the world that Parry dealers will be taken care of—that Parry users will be satisfied in the future as they have been in the past." The bigness of the factories shown is advanced as a proof of the necessity for a maintenance of quality. The size of a factory is a weak argument. More misrepresentation has occurred in illustrating factories than in almost any method of advertising. How good, not how big, is the deciding factor.

A catalogue of the South Bend Watch Company contains a novelty. It is filled with illustrations of watch cases and works, but no price appears in connection with them. The company makes this explanation: "Knowing that instances will arise when you (the dealer) will want to show this catalogue to a prospective watch buyer, we have on our descriptive pages said nothing regarding our prices." In this way is saved the expense of issuing a special store catalogue for the man who buys a watch.

There is a picture in a simple leaflet sent

out by the Wooltex Company that must have cost many times the expense of preparing the rest of it. It is reproduced from a painting by the well-known artist, Alonzo Kimball, who was sent to Paris especially to make the picture. The illustration is entitled, "Coming Home from Church in Their Beautiful Wooltex Garments," and a very human group of men and women are made individually to appear very well groomed. Whether their natty appearance is due to the skill of the artist or to the fit of the clothes they are wearing was evidently considered a negligible consideration as far as the impression on the reader was concerned.

W. S. Peck & Co., Syracuse, makers of clothing, have given a new touch to an old idea. Its catalogue-hanger, bound only by a knotted cord, is entitled "Correct Attire for Men." A leaf is given to displaying each style of suit and on this same leaf is given a calendar of the month in which this suit may be correctly worn. The leaves run from September to February and each month has above the table an illustration in colors of a man wearing the appropriate garb for that month. On the back of each month's calendar sheet are printed suggestions regarding correct attire, not only in suits, but also hats, gloves, shirts, cravats, and jewelry.



To advance the reputation of his "16-hour egg company," of New York, Seymour Eaton offers an educational brochure, "Talks on the Health Value of

Fresh Eggs." The consumer is supplied with the ins and the outs of egg-philosophy. Mr. Eaton explains why one egg may last for a week and still be "fresh" and why another may be bad after two days. He emphasizes the truth that an egg to be enjoyable must, like Caesar's wife, be above suspicion. All this and much more interesting data to intimate that his concern has solved the problem of supplying good eggs to New Yorkers. An educational advertising effort rarely fails to be good.

A booklet entitled "About a Traveler," goes far-wandering to make a strong point about the lasting qualities of the Indestructo trunk. A rather sumptuous layout discusses first the necessary preparations for ocean travel, detailing what must be taken along in stockings, undergarments, shoes, et cetera. Something is said of life aboard ship and the proper etiquette to be observed while the traveler is at sea. One finally

comes by this "longest way home" to the selling story of the trunk in the back of the booklet. The valuable presentation of facts and suggestions may easily

READ THE SENSATIONAL EXPOSURE

in the form of a nine page sworn statement as submitted to the Postal Authorities this week for investigation of a National Advertising "School." This article is

RELATIVE TO A HUGE "ART" SCHOOL

which claims to be the largest in the world. This article is written and duly sworn to and presented to the Postal Authorities in Washington to protect the public and the publisher. It appears this week

IN "STUDENT'S ART MAGAZINE"

published at Kalamazoo, Mich. Is copyrighted and will cause a sensation in advertising and art circles. Send 10c for a copy to Dept. 166.

READ IT. PROTECT YOUR INTERESTS.

The Publisher who puts out copy that misleads his readers hurts his paper.

Experienced Adv. Man

a business getter—26 years old—seeks connection with leading National magazine, Trade Journal or Newspaper as solicitor in Great Lakes Cities. Publisher desiring economical, highest class representation, Detroit, Toledo, Cleveland, Pittsburgh, Buffalo, will profit from investigation my training and credentials. Have excellent connections in territory. Thoroughly posted on automobile and other business. Address, Cleveland, care of Printers' Ink.



ALEXIS BOND is a business writing paper of such quality as to compare favorably with the best products of other mills—yet it is only our *second best*.

But if you would set your standard in business stationery *beyond comparison* with other papers, insist on STRATHMORE PARCHMENT the best bond paper made.

THE MITTINEAGUE PAPER COMPANY

The "Strathmore Quality" Mills

MITTINEAGUE, MASS., U. S. A.

prevail upon the reader to keep the booklet for reference. If this is the effect, the treatment adopted will assure the trunk advertising in the last pages a longer "life" than it could have gotten in any other way. Such things can most readily be overdone, however, to the advertisers' loss.

Redmond, Oregon, is making an effort to overcome whatever disadvantage there is in not being



a seaport, with a seaport's prospects of growth, by enlarging in a pamphlet upon its position at the center of Oregon's "Inland Empire." It makes capital of its sunshine and other health benefits in this way: "The sun shines probably 320 days a year, the altitude is 2700 to 3200 feet, which insures cool nights. The residents count on one week in each winter in which ice may be gathered for summer storage."

John Herrick contends in the English edition of *PRINTERS' INK* that most commercial literature just "happens." There is no set plan behind the proposition when the copywriter starts on the work. It is always well to prepare booklets slowly, Mr. Herrick says. The copy may be thrown off while the inspiration is on, but the

layout should be given time. Booklets may well be made summers when there is certainty that, as in some businesses, dullness is followed by briskness in trade. Have the booklet ready for the rush. A booklet must be inviting. A hurried preparation often makes a highly inviting booklet impossible.

"Unfortunately many advertisers do not yet understand the law of the arrangement on the page. This law consists of two principles (a) The matter should not be placed in the exact center from top to bottom; it should be slightly nearer the top than the bottom of the page. (b) The margin on the outside of the page should be slightly larger than that on the inside. These principles are not arbitrary. The first is due to a well-known optical principle that anything placed in the center of the page seems to be nearer the bottom than the top and consequently the page has a top-heavy appearance. This optical delusion is counteracted by placing the matter slightly nearer the top than the bottom. The second principle is due more to tradition than to scientific principle.

"Should there be a title page? It is practically impossible to lay down any hard and fast rules about this. Perhaps it may be said that when the booklet is in the nature of a catalogue containing description of various fittings or lines, rather than any coherent story, it is as well to have this title page, unless the booklet is commenced by an introduction which may well find a position here.

"In an unillustrated booklet it is nearly always advisable to break up matter into sections by subheads. The indent head is best for small booklets telling a coherent story. One alternative to the use of headings or subheads is the insertion of large initials as an introduction to each section. These should, of course, not be used in conjunction with indented headings and it is rather doubtful whether they should be used with horizontal headings."

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Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 80% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. P. O. Box 1078, Havana, Cuba. New York Rep., I. C. Felleman, 18 Broadway.

\$322.76 runs your 25 word "Salesmen," "Agents" or "Real Estate" classified ad in 1196 best U.S. and Canada dailies. Lists, etc., 10c., credited on first order. **KLINE AGENCY, Society Savings, Cleveland, Ohio.**

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

A PUBLISHER to associate with the advertising manager to buy an old established Chicago trade weekly. One of three. Only West. Long term lease plan. No cash, instead a bond for \$40,000. References, including financial ability, exchanged. Address "Zylox," care Printers' Ink.

COLLEGE WOMEN conducting well-established private school in West wish to sell part interest to lady who can become associated as teacher or home mother. Investment of \$3,500 required; college woman between 30 40 acquainted with social life preferred. Progressive plans for expansion make it desirable to settle matter shortly, but duties can be postponed if necessary. Address "D. M.," care of Printers' Ink.

A FEW YEARS AGO / WE LIGHTLY took on the compilation and publication of a buyers' reference book in conjunction with our regular (publishing) business. It seemed at the time a small side-show; it soon developed into a widely-circulated and exceedingly important publicity medium, used by a large majority of buyers in a great industrial field. It is becoming too big for us to handle right; we will sell the book and with it the opportunity of developing a medium that will take a leading position in the publicity held of one of the greatest industries in the country. Address "B. B.," care of Printers' Ink.

HELP WANTED

WANTED—At once good advertising representative for each—New York, Chicago St. Louis; by excellent sporting magazine. Write immediately, "SPORT," care of Printers' Ink.

WANTED New York monthly has splendid opening for a hustling young advertising solicitor who can "make good." Acquaintance among Eastern advertisers and agencies essential. Address Box 168, care Printers' Ink.

WANTED—Bright young man as assistant in advertising department of New England manufacturer. Must be well educated, know how to use clear, correct English and have some power of descriptive writing. Application must give full particulars as to age, experience, salary, etc. Address "C. C.," care of Printers' Ink.

WANTED—Eastern Representative. A progressive trade journal is ready to make connections with successful solicitor as advertising representative for New York and East. Address, with proposition, "ADVERTISING MANAGER," Southern Good Roads, 1004 Candler Building, Atlanta, Ga.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.
Fenton Label Co., Phila., Pa.

LISTS

NAMES FOR SALE—We have 3500 names of heads of families in Orangeburg County. List just compiled at great expense and guaranteed correct. Sent postpaid for \$20.00. **SIMS ADVERTISING AGENCY**, Orangeburg, S. C.

MANUFACTURING SITE WANTED

A Large Chicago Engineering Concern Incorporated for \$500,000 and in business over twenty years wishes room to expand and will consider proposition for the removal of its plant and business to a smaller city where it would employ 200 skilled men. Location must be in Illinois, Indiana, Ohio, Michigan, Western New York or Pennsylvania. Will build plant costing approximately \$75,000. This business is entering a new era of expansion and should employ 500 highly skilled engineers and mechanics in a few years. In answering be specific as to railroad facilities, desirability for residence, etc. Replies sent to the undersigned will be forwarded to the advertiser. **R. R. SHUMAN**, 440 Wells Street, Chicago.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

POSITION WANTED as Advertising or Business Manager of established publication. Sixteen years' thorough experience in largest cities in the United States. See page 65 Printer's Ink of Oct. 20th. "SACKETT," Printers' Ink

ADVERTISING MANAGER'S Assistant: Young man, 22, wishes to connect with large house in this capacity, New York City or vicinity. Knows printing costs, can effect printing economies; good estimator, systematizer. Six years' thorough practical business experience; reliable stenographer, correspondent. "S. S.," care Printers' Ink.

YOUNG MAN, 22, now advertising and circulation manager of a magazine with 17,000 circulation, wishes to connect as assistant to advertising or circulation manager of large newspaper or magazine, or as advertising and circulation manager of newspaper in small town. Six years' thorough, practical business experience. A young man of ideas, sound judgment; resourceful and a business getter. Address "G. N. G.," care Printers' Ink, Tribune Building, Chicago, Ill.

VERSATILE advertising man wants position. Ten years' advertising and selling experience. Strong "copy" writer. A man of fine judgment and executive ability; valuable to either agency, manufacturer or publication requiring creative advertising man. Knows techniques of business thoroughly. Location immaterial. Age not yet 30. Write "C. S. K.," care of Printers' Ink.

YOUNG MAN, 24, High School graduate; also graduate International Correspondence School advertising course. 18 months' practical general agency experience. Ability to supervise the proper handling of all kinds of detail work connected with advertising. Has good judgment. Desires position with opportunities for advancement. Correspondence invited. Address "W. A. C.," care of Printers' Ink.

A Man Bargain in Advertising

If you can use the services of a man whose advertising copy will demand attention and create a desire for your goods, write "Burton," care of Printers' Ink. Salary \$20. If in one month the 20-a-week investment hasn't declared a direct dividend of at least 100% I'll return your \$20. Drop a line anyway and find out about me.

YOUNG MAN whose letters are netting an income to him of \$2,500.00 a year, desires to make a change before the first of the year. Can handle any proposition where the sales-letter is used, matters not how hard a proposition you have to sell. At present state manager for a large Southern financial institution whose endorsement will go with the man. Will take your proposition at \$2,000 a year and show you 100% on your investment. Liquor and wild-cat schemes stay off. Address L. R. WILLIAMSON, 19 Chamber of Commerce, Richmond, Virginia.

Mr. A. McGREW, Advertising Manager of The Royal Typewriter Company, New York City, knows of an

Advertising Man

who would accept a position with a live manufacturer or an agency. He has had eight years' experience in newspaper and advertising work and is thoroughly competent. "Box 322," care of Printers' Ink.

A M 29, experienced in layout and copy writing for specialty department store—newspapers, circulars, etc. Actual printing experience. Desire to change to position of advertising manager, or assistant, department store or clothing house. Address "H. E.," care Printers' Ink.

ALL AROUND AGENCY MAN WHO KNOWS rates, publications, printing, and who can write copy, would like to make connection with national advertiser on whole or part time. "ENERGETIC," care of Printers' Ink.

I am looking for a position in the sales department of a business house where the opportunities for personal growth and development will be unlimited. My idea is to work under the direction of a progressive sales-manager where I will receive the hardest kind of training in sales work. I have had three years' actual experience in an electrical machine shop, have been a stenographer, and have been selling a nationally advertised building specialty in New York City and vicinity for the past year and a half. Selling is just where I belong, as I am a close student of both advertising and personal salesmanship and thoroughly enjoy the work. My age is 26. The concern I am looking for believes in young men and their possibilities under proper direction. Address "Box 88," care of Printers' Ink.

Successful Sales Promotion Manager

Of a large manufacturing concern wants to make a change. Salesmen he is helping in present position average 30% better than others. Ten to 25% of dead accounts revived. Thousands of live prospects secured for salesmen at low cost. Has 15 years' experience in newspaper and advertising work. Will organize, if necessary, and conduct an Advertising and Sales Promotion Department that will get results in co-operation with regular sales organization. Address "B. C.," care Printers' Ink.

Advertising Manager of Proved Ability and Experience

One seeks wider field. I possess trained business judgment, the power to analyze and develop selling points, the grasp of advertising problems. I am a copy-writer of creative thought and forceful, convincing style. I have written effective advertisements, catalogues, circulars, house organs. Results prove me unusually successful in follow-up letters. Have a good knowledge of printing and publishing. I had early newspaper experience and then made good, step by step, through the sales department to the creative and productive work of a large Western organization. Ability to create, organize, and systematize is one of my assets. Thorough, resourceful, enthusiastic, persistent and adaptable. College graduate, 20 years old. I will give convincing proof of my unusual experience and qualifications to any firm needing a successful advertising manager and who can offer me a bigger opportunity than I now have. Address "W. M. G.," care of Printers' Ink.

A YOUNG man (21) possessing a 6 years' publishing and business experience and having good command of the English language desires position with advertising firm, newspaper or magazine, and will go anywhere for the right opportunity. "THOROUGH," Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS, 419 Lafayette St., N. Y.**

REPRESENTATIVES

N. E. Representation

Magazine, class or trade papers. Know the field and all the agents. "PRODUCER," 69 Journal Bldg., Boston, Mass.

Make Your Employees More Valuable To You

See that they help you more through being helped themselves by reading **PRINTERS' INK**. Don't trust to the chance of their being gingered up now and then when they just happen to see a copy. Safeguard yourself by subscribing for them. Many agents and companies do this for their solicitors and salesmen.

Four yearly subscriptions cost only \$5.

Printers' Ink Pub. Co.
12 West 31st Street
New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA


Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Advertiser, net average June, 1910, 17,640 dy; 22,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.


Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,033.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using Telegram only. Rate 1/4c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,729.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,847. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. Brings results to good advertisers.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily aver., month of Sept., 1910, 51,792 (© ©).

FLORIDA

Jacksonville, Metropolis. Average, 1st 6 mos., 1910, 13,765. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

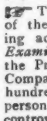
Champaign, News. Leading paper in field. Average first five months, 1910, 5,161.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,536.


Peoria, Evening Star. Circulation for 1909, 20,874.

Chicago Examiner, average 1909, Sunday 604,615, Daily 181,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

 The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1900, daily net paid, 159,170; Sunday net paid, 195,831. Daily, two cents. Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,243. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average Aug. 1910, 11,442. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Sept., '10, 16,437. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,436.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

Waterloo, *Evening Courier*, 52nd year; net av. June, '09-June, '10, 6,321. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. D. av., '09, 6,872. Sunday, 7,892. Week day, 6,897. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1909 net paid \$8,498.

MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1909, daily 1,923; weekly, 27,763.

Leviston, *Sun*. Daily average year ending, Sept., 1910, 8,241; Sept., 1910, av., 5,886.

Portland, *Evening Express*. Average for 1909, daily 12,319. Sunday *Telegram*, 10,555.

MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., '10, 19,224; Sun., 102,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1909, 83,416. For Sept., 1910, 77,433.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (C). Boston's top table paper. Largest amount of week day ad.

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1909, 180,278; Gain, 3,881 Sunday 1909, 323,069; Gain, 3,279 Advertising Totals: 1909, 7,335,279 lines Gain, 1909, 466,579 lines

2,004,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.

Human Life, The Magazine About People. Guarantees and proves over 150,000 copies monthly

Fall River, *Globe*. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,663.

Lawrence, *Telegram*, evening, 1909 av. 3,888. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1907, 18,823; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Av. '09, 16,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (C). The only Gold Mark French daily in the U. S.

Boston Post's GREATEST September

AVERAGE SEPTEMBER, 1910

The Sunday Post
264,664

Gain of 15,099 Copies
Per Sunday over September, 1909

The Daily Post
348,519

Gain of 52,447 Copies
Per day over September, 1909

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, *Patriot*, Aver. Aug., 1910, daily 10,740, Sunday 11,868. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 22,808.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eight months ending Aug. 31, 1910, 90,195. Average circulation of Sunday *Tribune* for same period, 80,062.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*, Daily and Sunday (C). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,336. Daily average circulation for Sept., 1910, evening only, 78,809. Average Sunday circulation for Sept., 1910, 80,284. (Jan. 1, 1908, subscription rates were raised from \$1.80 to \$6.00 per year cash in advance. The *Journal's* circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

Minneapolis, *Svenske Amerikanska Posten*.
Swan J. Turnblad, pub. Av. 1909, 54,455. A.A.A.

MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,253.

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 10,113.
E. Katz, Special Agent, N. Y.

St. Joseph, *New Press*. Circulation, 1909, 38,532. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, *Deutch-American Farmer* weekly. 142,208 for year ending Dec. 31, 1909

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,064.

NEW JERSEY

Camden, *Day Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Journal*. Av. 10-1-07, 20,270; '08, 21,326; 20-1-09, 19,042; March, '10, 20,263.

NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 82,905.

Buffalo, *Courier*, morn. Average, Sunday, 56,737, daily, 45,284; *Enquirer*, evening, 26,596.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,636.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,381. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 26,903 (©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 6,841; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 350,505. Evening, 399,669. Sunday, 460,955.

Poughkeepsie, Star, evening. Daily average year, 1909, 5,013; first six months, 1910, 5,460.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1909, 17,470; for Aug., 1910, 20,434. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy, Record. Average circulation 1909, 31,330. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, *National Electrical Contractor*, mo. Average for 1909, 2,883.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 18,117.

NORTH CAROLINA

Asheville, *Gazette-News*. Average, '09, 5,643. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

Charlotte, *News*. Evening and Sunday Av., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, *Norwegian*. Norwegian weekly. Actual average for 1909, 9,460.

OHIO

Cleveland, *Plain Dealer*. Est. 1812. Actual average for 1909: Daily, 80,936; Sunday, 103,884. For Sept., 1910, 92,234 daily; Sunday, 112,307.

Columbus, *Midland Druggist and Pharmaceutical Review*, 43rd annual volume. Best medium for reaching druggists of the Central States

Youngstown, *Vindicator*. D'y av., '09, 16,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *The Oklahoman*. Sept., 34,373 week day, 40,704 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign held and 6,440 in the classified. Sworn average circulation for June, 59,962.

Portland, *The Oregonian* (©). Sept. average circulation, Sundays, 58,353; Daily, 46,369. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Erie, *Times*, daily. 21,474 av., 1st 9 mos., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Aug., 1910, 17,815. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos. 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Sept., 1910, 80,688; the Sunday *Press*, 156,953.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 8,617; 1909, 8,523 (©).

In Philadelphia It's The Bulletin

Net Daily Average for
September, 1910

230,307

COPIES A DAY

A copy for nearly every
Philadelphia home.

"THE BULLETIN" circulation
figures are net: all damaged,
unsold, free and returned
copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Steger Bldg.

New York Office,
Dan A. Carroll, Tribune Bldg.

Chester, Times, ev'g d'y. Average 1909, 7,785.
N.Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Washington, Reporter and Observer, eve. and
mon. Circulation for June, 1910, 12,545.

West Chester, Local News,
daily, W. H. Hodgson. Aver. for
1909, 15,860. In its 36th year.
Independent. Has Chester Co.,
and vicinity for its field. Devoted
to home news, hence is a home
paper. Chester County is second
in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; daily.
net cir. first 6 months, 1910, 17,276, guaranteed.

York, Dispatch and Daily. Average for 1909,
20,815

RHODE ISLAND

Pawtucket Evening Times. Average circulation
12 mos. ending June 30, '10, 19,452—sworn.

Providence, Daily Journal. Average
for 1909, 21,855 (©). Sunday, 28,155
(©). **Evening Bulletin**, 40,991 average
per day.

Westerly, Daily Sun, George H. Utter, pub.
Circulates in Conn. and R. I. Cir., 1909, 6,237.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual
daily average 1909, 6,311. July, 1910, 6,964.

Columbia, State. Actual average
for twelve months, 1909,
daily (©) 14,436, Sunday (©) 14,969.

Spartanburg, Herald. Actual daily average
for first nine months, 1910, 2,715.

TENNESSEE

Nashville, Banner, daily. Average for year
1907, 36,206; for 1908, 36,054; for 1909, 40,056.

TEXAS

El Paso, Herald, June, 1910, 11,602. Only
El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1909,
8,231. 1st 4 mos., '10, 6,718. Examined by A. A. A.

Burlington, Free Press. Daily average for
1909, 8,773. Largest city and State circulation.
Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1909, 2,548. Only
Montpelier paper examined by the A. A. A.

St. Albans, Messenger, daily. Average for
1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Average Aug., 1910, 4,027;
Sept., 4,048. Largest circulation. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (©) is the metropolitan daily of Seattle
and the Pacific Northwest. It
combines with its Dec. '09, cir. of
64,246 daily, 84,352 Sunday, rare
quality. It is a gold mark paper
of the first degree. Quality and
quantity circulation means great productive value
to the advertiser. In 1909 *Times* beat its near-
est competitor 2,756,054 lines.

Tacoma, Ledger. Average 1909, daily, 15,795
Sunday, 26,155.

Tacoma, News. Average for year, 1909,
18,829.

WISCONSIN

Janesville, Gazette. Daily average, Sept.,
1910, daily 6,472; semi-weekly, 1,814.

Madison, State Journal, daily. Actual average
for Jan., 1910, 6,960.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation
from April to Sept., 1910,
41,144. Gain over April and May,
1909, 8,758 daily. A paper with
the quantity as well as the quality
circulation. It covers the city of
Milwaukee and the State of Wisconsin like a
blanket. It has proven its productive value to
the advertiser. Chas. H. Eddy, Foreign Repre-
sentative, 1 Madison Avenue, New York. 150
Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, The Milwaukee Journal, (evening daily). Average
in Sept., 1910, 62,704; gain over
Sept., 1909, 2,920 daily; average
for 12 mos., 61,802 daily. Covers
over 60% of Milwaukee homes.
Supreme in classified and dis-
play advertising. Rate 7 cents flat.

Oshkosh, Northwestern, daily. Average for
Dec., 1909, 9,801. Examined by A. A. A.

Racine, Daily Journal. July, 1910, circulation,
6,183. Statement filed with A. A. A.



The WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.
Actual weekly average for year
ended Dec. 31, 1909, 60,088.
Larger circulation in Wisconsin
than any other paper. Adv.
\$4.20 an inch. N. Y. Office,
41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average
year, 1909, daily, 6,125; semi-weekly, 4,094.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average
for 1909, daily, 40,890; daily Sept., 1910,
47,371; weekly 1909, 27,080; Sept., 1910, 24,897.

Winnipeg, Der Nordwestern. Canada's National
German weekly. Av. 1909, 18,162. Rates 55c. in.

Winnipeg, Telegram, dy. av. Aug., '10, 32,861,
(Saturday av., 37,287). Farmers' Weekly, same
period, 30,000.

QUEBEC, CAN.

Montreal, La Presse. Daily average for
September, 1910, 97,638. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the Daily News," says the Post-office Review, and that's why the Daily News is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston Globe, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14,117 over 1909, and 230,809 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The Tribune, printed during the 7 mos. ended Aug. 1, 1910, 1,480,825 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Sept., 1910, amounted to 234,304 lines; the number of individual ads published were 30,537. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,384 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

ONTO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 35,805. Publishes more Wants than any 1 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (☉☉). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Daily average, September, 1910, 61,792 (☉☉).

GEORGIA

Atlanta Constitution (☉☉). Now as always, the Quality Medium of Georgia.

ILLINOIS

Bakers' Helper (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Island Printer*, Chicago (☉☉). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (☉☉). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston Evening Transcript (☉☉), established 1880. The only gold mark daily in Boston. *Boston, Textile World Record* (☉☉). Not an "organ," but the leading textile magazine. *Worcester L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn Eagle (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per week. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Hardware Dealers' Magazine (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*. —Printers' Ink.

New York Herald (☉☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The *New York Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉☉), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (☉☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,995.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE

The *Memphis Commercial-Appeal* (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (☉☉) and *The Evening Mail*. Circulation 18,768, Flat rate.

Business Going Out

The Aeolian Company has resumed the placing of its newspaper advertising direct. This business has been going through Lord & Thomas for several months but hereafter copy as well as contracts will be handled by Herbert T. Proudfoot, advertising manager. The magazine business will be cleared as formerly through Otis H. Kean, Inc.

The Vreeland Chemical Company, New York, has placed an account for space in agricultural mediums with the George Batten Company.

A general magazine campaign for the Aroma Coffee Company, Duluth, is being planned by the George Batten Company.

The E. T. Burrowes Company, Portland, Maine, is sending out additional contracts through the Ironmonger Agency, New York. Half-page copy is used in a list of general mediums six times and eighty lines six times in national weeklies.

The advertising of the Sturtevant Vacuum Cleaner, manufactured by the B. F. Sturtevant Company, Hyde Park, Mass., will be placed by the Cowen Agency, Boston.

E. D. Kollock, 201 Devonshire Street, Boston, is making exchange arrangements with general publications for the advertising of Park in the Pines Hotel, Aiken, S. C. Page copy is contracted for.

Copy on the advertising of the Holstein-Freisian Association, Brattleboro, Vt., is going out through the A. W. Ellis Agency, 10 High Street, Boston.

The Boston Molasses Company is using agricultural mediums through the J. Walter Thompson Company.

The Parkhill Manufacturing Company, Fitchburg, Mass., is advertising its textiles in women's publications through the Boston office of the George Batten Company.

Copy for the mail-order advertising of the Penn Wall Paper Mills, Philadelphia, is going out through the F. Wallis Armstrong Agency, who created the account five years ago.

The Massengale Advertising Agency is sending out 500-inch contracts to Southern daily newspapers for the Virginia Bridge & Iron Company, offices in Roanoke, Va., Atlanta, Ga., and Memphis, Tenn.

The advertising of the Santo Vacuum Cleaner is being handled by the Geo. L. Mitchell Company, of Philadelphia. The Santo has been liberally advertised in the standard magazines in the past, but for the remainder of this year only *Collier's* and the *Saturday Evening Post* will be used. The Santo Epigram Contest has excited wide comment. It was advertised in the two weeklies named, and supplemental advertising is being done in daily newspapers throughout the country.

M. Steinert & Sons are using large copy in New England dailies where they have local stores or representatives. The advertising is placed by the F. P. Shumway Company, Boston.

Large copy is being used in New England papers to advertise Webster's New International Dictionary, for which J. Q. Adams & Co., at 120 Bolyston street, Boston, are distributors. The account is handled this year by the Volkman Agency, which selects all mediums.

The Florida Farm & Orchard Company, with offices in the Tremont Building, is using five-inch space in New England dailies on the advertising of Florida lands.

The P. B. Bromfield Advertising Agency, Fifth Avenue Building, New York, is sending out orders for Seaboard Air Line Railway, to a list of Eastern papers.

Contracts have gone to Southern agricultural papers for two-inch copy for Bailey Brothers, tobacco manufacturers of Winston-Salem, N. C., through the Massengale Agency.

The advertising of the National School of Oratory is being handled by the F. Wallis Armstrong Company, who created the account six years ago.

The advertising of C. D. Lyons, manufacturer of jewelry, Attleboro, Mass., is being placed through the A. W. Ellis Agency.

Renewal contracts are being considered by the Potter Drug & Chemical Company in a large list of leading magazines. The account is placed by the Morse International Agency.

The Street, Chaitin Company, New York, dealers in raw furs, is to use an agricultural list through the George Batten Company.

It is reported that Eugene Foss, the Democratic candidate for Governor of Massachusetts, is to do a large amount of advertising in all Massachusetts papers.

The Giant Heater Company, Springfield, Mass., is advertising in a general list through the Powning Agency, New Haven, Conn.

A select list of Sunday newspapers is receiving 300-line orders from Nelson Chesman & Co., for the International School of Music.

Orders are going out from the Frank Presbrey Company to the standard magazines for Atwood Grape Fruit. Half pages are to be used this season and the list of mediums is to be largely extended. Last year about thirty magazines were used.

The Dorland Agency is making a special list of newspapers for the business of the Swiss Federal Railroad.

F. C. Williams, 100 William street, New York, is now handling the entire Thomas Lipton tea account in this country.

Newspapers, in small Western cities generally, are receiving orders from the Volkman Agency on the Vapo Cresolene business.

Additional contracts for 5,000 lines are going to papers in the larger cities from Jules P. Storm for Remington Typewriter.

The Hamburg-American Line is placing one inch, thirty-nine times, in newspapers generally through the Frank Presbrey Company.

Orders are going from Lord & Thomas to newspapers in large cities on Baron's Pipe Filler. The account is for Adolph Frankau & Co., New York representatives for Correras, Ltd., London, England.

The account of O. W. Tankey, Chicago, for Lavox Shampoo, has been placed with the George Batten Company. Magazines generally are to be used.

Butler-Butler, Inc., are sending orders to newspapers in the large New England and Middle Atlantic states for the La Marquise Cigarette. The business is placed through the C. E. Sherin Agency.

Contracts for 5,000 lines are being made in a small list of newspapers for the *Century Magazine*, through Calkins & Holden.

A list of agricultural mediums is being prepared by the George Batten Company for the Chicago Fertilizer and Chemical Company.

Additional orders are to be sent out by the Adolph Deimel Agency, Brooklyn, to the rural districts of the South and West for the Swiss Clock Company.

A considerably enlarged list is being made up by the Presbrey Agency for the Burns & Bissick Company, Bridgeport, Conn., on the Feltoid Caster. Orders will go to magazines generally and to a number of trade papers.

Orders for special copy to the amount of 5,000 lines are being sent to South-western papers direct, by Philo Hay, Newark, N. J.

The Hupp Motor Car Company is sending 2,000-line orders to the South-west through the McManus-Kelley Agency, Detroit.

Contracts are being sent out to Southern agricultural papers for the Salem Iron Works—three-inch copy, to run five months. The account is handled by the Massengale Agency.

The W. S. Hill Company is sending orders for 500-line reading notice contracts to the Middle West for Red Raven Spilts.

The list of mediums, magazines and trade papers is to be still further increased for the Dahlstorm Metallic Door Company. The account is handled by the Frank Presbrey Company.

Newspapers in large cities are receiving orders for special copy from the Presbrey Agency for Michelin Tires.

The D'Arcy Agency, St. Louis, is placing orders for 624 inches in the South for George A. Dickel & Co., same city.

The Deimel Agency is preparing a selected list of papers for a steamship company in Norway. Copy on "A Trip to the Land of the Midnight Sun" is to start running in January.

The report that the Harrington & Richardson Arms Company had suspended advertising temporarily has been denied by them. At present they are not taking on any new mediums and are not advertising as extensively in the popular monthlies as they have done, but considerable copy is still running.

The Foster-Debevoise Agency, 15-17 West Thirty-eighth street, New York, states that it is handling about 200 active accounts, among them that of the London Feather Company, Lindt Chocolate, the Correja Automobile, Aubry Sisters' Facial Preparations, and Cushman & Denison, all general magazine accounts, as well as a large number of local propositions. This agency, of which J. M. Eppstein is president, now numbers among its force H. M. Price, formerly the head of an agency in Detroit; J. W. Lindau, Jr., F. L. Brace and C. G. Garretson, late advertising manager of the Eaton, Crane & Pike Company, of Pittsfield, Mass. The agency maintains a printing and art department and is making a specialty of trade aid and merchandising help.

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Advertising aims to (1) demonstrate merits of the article or (2) remove resistances to its purchase.

You can't start a sale without (1) and you can't close a sale without (2).

If the article has merits they are usually few in number and easy to enumerate and prove. They are a fixed quantity, so to speak, and are often the same for Mr. and Mrs. Farmer Brown as for Mr. and Mrs. Wall Street Smith.

But the resistances are *volatile* and *variable* because they are not in the *article* of the *seller* but in the *mind* of the *buyer*. City and country people have different tastes, preferences, prejudices, entirely different viewpoints on many matters and differ in social, financial, industrial and educational environment. All these differences must be taken into account. Advertisers acquainted mostly with "city conditions" easily overlook their real resistances in the country field but far—far more apt are they to locate the resistances and then go at them in the *wrong way*.

Go at the country field in the right way and you will get BIG results, for IT IS the biggest field, the richest field, the least worked field and the quickest to respond to *rightly planned* advertising.

Ask our advertisers about the merits of Boyce's Weeklies for advertising to the country people.

If you hesitate for fear of resistances, better consult us. Quite possibly our intimate knowledge of the differences between city people and country people will see a way to remove or dodge the resistances you fear.

In September we carried over 30,000 lines of advertising ranging from sewing machines to motor-cycles and from women's clothing to razors, so you can have no doubt about the merits of our papers.

Boyce's Weeklies have the largest Straight Cash Sale and No Premium Circulation of all country papers. Our readers evidently want our papers more than the other fellow's premiums.

Our 20 years' study of this one constituency is offered free—also our Books on Country advertising. To ask for either is a favor to us. Do the favor now.

W. D. BOYCE CO., 500 Dearborn Avenue, CHICAGO

BOYCE'S 2 WEEKLIES {The Saturday Blade } 750,000 Copies \$1.60 a line flat
 {The Chicago Ledger } Weekly for both

EVERY United States manufacturer who desires to bring his goods into Canada, build up a profitable and permanent business and share in the country's prosperity, must be prepared to meet Canadian conditions.

YOU cannot plan a successful advertising campaign for Canada from your office in New York or Chicago, nor can your United States Advertising Agents do it for you, no matter how successfully they may be handling your publicity on your side of the border.

YOU know that a Canadian Branch or a Canadian Agency is necessary to take care of sales and distribution. For the same reasons a Canadian agent should handle whatever advertising you do in Canada.

YOUR plans should be mapped out in Canada by experienced men; you should have a reliable organization to inform, advise and look after your interests in Canada.

MUCH of the advertising now being done in Canada by United States advertisers is not meeting with the success it could easily achieve if done through an organization that knows Canada thoroughly.

IF there is anything **YOU** would like to know about advertising in Canada, write

J. J. GIBBONS Limited

CANADIAN ADVERTISING

Newspaper, Trade Papers and all Outdoor Advertising

TORONTO

CANADA

MONTREAL

Cable Address: "Gibjay," Toronto

Cable: A.B.C. 5th Edition

Some Advertising We Handle

Sunlight Soap
Fry's Cocoa
Bianola
Force
Victor Gram-o-phone
"Black and White" Whiskey
National Cash Registers
Sun Fire Insurance
Everitt's "500"
Coate's Plymouth Gin
Vapo-Cresolene
Canada Life Assurance
Burnett's Fabrics
Vestal Olive Oil
Regal Lager
Convido Port
Wafer-Lite Hats
Northern Electric Rural Telephone
Hine's Brandy
Wire & Cable Company
Melotte Cream Separator
Pedlar People of Onawa
Naamith's Bread
"Magi" Mineral Water
Canada Foundry Company
Dryack Sherry
W. G. & H. Collars and Shirts
Rogers' Coal
Mason & Hinch Pianos
B. & K. Oats
Shiloh's Cure
Montreal Cotton Co. (Meco)
Coleraine Irish Whiskey
Vinolia
M. L. Paints
Tudhopes of Orillia
Truro Condensed Milk Co.
"Ideal" Metal Beds
Foto Follies
Paterson's Cough Drops
Century Salt
Premier Separators
Dominion Organs and Pianos
City Dairy
Peerless Incubators
Vickar's London Dry Gin
Floorglaze
Dodge Mfg. Co.
Munyon's Remedies
Wakefield Hats
Page Wire Fences
Shroeder & Schyler's
Burgundies
Manson Campbell Co.
Canadian General Electric Co.
Belanger's Plows
Semi Ready Clothing
Capitol Farm Implements
Rogers—The Cement Man
Drummond Dairy Supplies
Ockshutt Plow Co.
Caverhill's Barley Flakes
Lifebuoy Soap
Canada Poultry Yards
St. Charles Cream